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Use this template for inspiration and guidance.

To use more as a script, replace the grey/italics with your details.

[Refer back to our blog post](#) for more examples and tips.

[greeting]

Hi Gene!

I'm *Louise Belcher, CEO of Prioritizer*. I'd like to personally thank you for signing up. Welcome aboard *our journey towards smarter task management and happier productivity!*

[explain mission / common goal; personally connect with the reader]

We started *Prioritizer* because *we've always had trouble keeping a realistic to-do list that made sure important priorities got done. So much of your day escapes you because you end up doing reactive work that feels more urgent.*

[lead into what you'd like the reader to do next]

Our mission is to help people keep on track with valuable goals. So I wanted to make sure you get the most out of your trial. [CTA] Check out our 5 top tips for success with Prioritizer.

[open door to support and feedback]

I'd love to hear whether you think *Prioritizer* helps *fulfill your big goals* or what we can do to improve. If you have any questions about getting started, I'm happy to help. Just reply to this email!

Let's do great things together!

Louise Belcher

Co-Founder, Prioritizer

[postscript call to action - great spot to get a little more salesy, offer an incentive, ask a specific question to elicit a response, or express a little extra personality]

p.s. *I love reading about productivity but hate wasting time finding quality stuff. What's your favorite source of good reads?*