



Welcome Email Swipefile

Brought to You by the Rockstars of

[ThriveThemes](#)

[Groove](#) was able to get a [41% response rate](#) with the following welcome email AND learn valuable information about their subscriber so they can send more relevant emails to them in the future.

You're in :) | PLUS, a quick question...



Inbox x



Alex at Groove alex@groovehq.com via mail.i
to me ▾

3:41 PM (0 minutes ago) ☆



Hey Dave,

I really appreciate you joining us at Groove, and I know you'll love it when you see how easy it is to deliver awesome, personal support to every customer.

We built Groove to help small businesses grow, and I hope that we can achieve that for you.

If you wouldn't mind, I'd love it if you answered one quick question: why did you sign up for Groove?

I'm asking because knowing what made you sign up is really helpful for us in making sure that we're delivering on what our users want. Just hit "reply" and let me know.

By the way, over the next couple of weeks, We'll be sending you a few more emails to help you get maximum value from Groove. We'll be sharing some tips, checking in with you and showing you how some of our customers use Groove to grow their businesses.

Thanks,
Alex
CEO, Groove

P.S. We put together a short video for you to learn the ins and outs of Groove as you get started. You can check out that demo video here: [The Complete Groove Tour \(in less than 10 minutes\)](#)



[CoSchedule](#) sends the following as their welcome email. Their goal is to get you to watch their free video course to show you how to master your blog using their calendar. They encourage you to email them if you have any problems as well as putting a face to the company by introducing the new subscriber to the team and encouraging the subscriber to say hello.

Hi Dave,

Thank you for joining us here at [CoSchedule](#) – the best way to save time scheduling your social media, and planning consistent content. Trust me, your content is going to thank you for this!

I want to make sure that you have an awesome trial experience. To start, I would definitely recommend our free video course designed to help you master your blog with an editorial calendar once and for all. It's a great resource that many of our most successful users highly recommend.

Of course, if you have any questions or immediate concerns with the tool, we'd be happy to help. We handle support at CoSchedule as a team, so you might just hear back from any one of us.

Just hit "reply" and let us know if anything comes up!

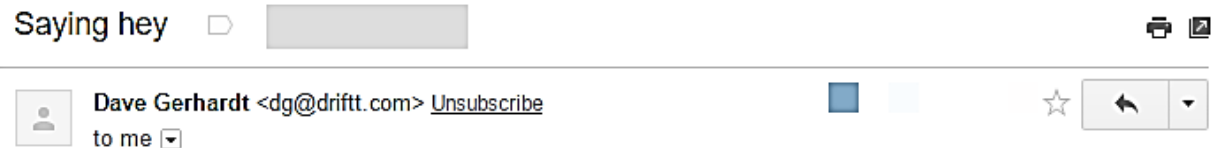
Thanks for using CoSchedule!

Garrett Moon
Co-Founder

P.S. Take a minute to meet the awesome customer success team at CoSchedule. Don't hesitate to say hello – we've got your back!



After subscribing to [Drift](#) you get the following email. They establish credibility before making a cute remark about doing pushups for every person who unsubscribes to add a bit of personality. Next, Dave lets the subscriber know what to expect before ending with a question to ask the subscriber to reply to the email and let him know what they are working on.



Thanks for checking out some of our content.

You've just joined a group of thousands of marketers, product managers and sales pros from companies like HubSpot, Dropbox, Pinterest, Shopify, Twitter, Zendesk and more.

Not too shabby!

We know you're busy and I promise that we'll be respectful of your inbox.

If that's ever not the case, you can always unsubscribe below (I do 10 push-ups for everyone that unsubscribes).

To get you started, we're going to send you two more emails with some of our most popular content from [our blog](#) that you might have missed so far.

Talk soon.

Dave

PS. What are you working on right now? I'd love to hear about it. Reply to this email and let me know.



[Sujan Patel's](#) goal with his welcome email is to hold your hand and show you around. It's short and to the point. He starts with sharing his best posts and sharing other projects he's a part of as well as links to two of his books.

Welcome!



Sujan Patel sujitsu@gmail.com via mail68.atl71.m

to me

Thanks for signing up for my newsletter.

I wanted to share a few of my best posts while you wait for my next newsletter:

- [What I learned from getting my first 100 customers \(Forbes\)](#)
- [How to leverage live chat for lead generation](#)
- [How I generated 513 leads by commenting on blogs](#)
- [8 biggest content mistakes marketers keep making \(Inc.\)](#)
- [How to create truly bad ass content](#)
- [2015 recap. and how I plan to crush 2016](#)

Thanks,
Sujan Patel

Co-founder:

[ContentMarketer.io](#) (promote your content)

[Narrow.io](#) (grow your Twitter following)

My Books:

[100 Days of Growth](#)

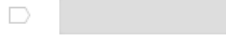
[Content Marketing Playbook](#)

You may [unsubscribe](#) or [update your subscription preferences](#) at anytime.



[Noah Kagan](#) immediately hits his new Email 1k subscribers (people who are interested in growing their list with a ton of credibility and value. 4,000 people doubling their email list, a free plugin for list building as well as two more tool recommendations for growing your list. Oh yeah, and this is even before the first lesson starts...

Thank you for signing up for Email1k!!



Noah Kagan reg@okdork.com via [aweber.com](#) [Unsubscribe](#)
to me ▾



Welcome aboard to Email1K!

We've helped over 4,000 people double their email lists for free.

While you wait for the first lesson, I want to get you set up with a free tool to jump start your email list.

After building AppSumo to 750,000+ email subscribers, we decided to make the tools we used to grow our list available to everyone.

So we created [SumoMe](#). It's a free plugin you can use on any website to grow your email list.

I use both [List Builder](#) and [Scroll Box](#) which helps 5% of my traffic join my mailing list.

Stay tuned to your first lesson on Monday.

Best,
Noah



[Derek Halpern](#) establishes credibility by linking to his featured posts from Entrepreneur and Fast Company, gives value in the form of a free Ebook and then, asks for comments on the download page to get the subscriber engaged.

Aricia, How to Get Your First 5,000 Subscribers



Boîte



Derek Halpern news@socialtriggers.com [via](#) aweber.com

À moi ▾

Hey, Aricia

If you're looking to grow your blog so it grows your business, you'll love this ebook "How to Get Your First 5,000 Subscribers."

You'll soon see that my material contains PROVEN principles for getting your website into the hands of your ideal customers... and exactly how to do it.

This is why I believe both [Entrepreneur](#) and [Fast Company](#) featured my blogging advice on their websites that reach millions of people each month.

It's also how I built Social Triggers from scratch to one of the top resources for entrepreneurs. The last I checked, more than 135,000 people subscribe to Social Triggers, and you're one of the newest members. So, WELCOME!

Without further ado, here's the link to download the "[How to Get Your First 5,000 Subscribers Ebook](#)."

Also, since you downloaded the ebook, you'll start getting more insanely practical training material from me each week.

If you feel like you know everything you need to know, feel free to unsubscribe right now. Seriously.

Some people think I'm nuts for saying this outright, but you know what? I didn't build Social Triggers for "everyone." I only want people who are serious about what they do and what they're building.

Talk soon,
Derek Halpern

P.S. I like to put a face to every name so be sure to leave a comment on [this page right here](#). It's not required, but it's appreciated.



[Creative Market](#) takes a slightly different approach with their welcome email. It's full of graphics instead of text, but it still has a similar goal of many other welcome emails you've seen here: provide value. They link to their best products as well as a free UI Kit.



Creative
MARKET

Welcome, 

Start browsing premium fonts, themes, graphics,
stock photos, templates, add-ons, & more!

[BROWSE TOP ASSETS](#)

OR

Download this complete UI Kit for free
from our friends at [InVision](#).



[CHECK OUT THE UI KIT](#)



[Responster](#) sends a very personal email to check in with the new subscriber and get feedback. Brandon even mentions you can use the email to set up a skype session with him to give feedback, which is a very nice touch to let the subscriber know you really care about them. He closes with some value by letting the subscriber know they have an inspiration page to give you examples of how to effectively use their tool.

Satisfied? Frustrated? Lovin' it? Inbox x



Brandon at Responster brandon@responster.com [via datadrivenemail.com](mailto:datadrivenemail.com)

22 Apr (12 days ago) ☆



to me ▾

Hey Hanne,

My name's Brandon and I'm in charge of making sure all of our users are getting on alright with Responster.

I like to personally email every single user and help them make the most of Responster, so here I am!

I just wanted to reach out and give you a chance to weigh in on how your setup and experience have been so far, and give you a chance to ask any questions you might have.

Please do respond to this email with any questions, suggestions, or concerns you have, I'm even happy to setup a Skype or phone session to help you out and make sure everything is working how you want it to.

So: How is it going so far? Just reply to this email and I'll be in touch :)

Best,

Brandon Landis
Chief Customer Happiness Manager



P.S. If you signed up for Responster but haven't really figured out how you want to use it, we do have a couple of stories and examples for you of how businesses can use Responster on our [Inspiration Page](#). Feel free to check those out!



Here's another one from [Noah Kagan](#). In the post I mentioned how anything you ask your subscribers to do should be as little work as possible. Here Noah uses a clever link that when clicked automatically opens the readers email client with a pre-written email complete with subject. All the reader has to do is insert the email addresses and click send.

Note: Unfortunately for this trick to work in Chrome now the user has to have the right settings selected or it won't work, however, it still should work with IE, Firefox and Safari users. If you'd like to use this trick in your emails you can find instructions on how to do it [here](#).

 **Noah Kagan** via [aweber.com](#)
to me 

Hi!

Thank you for signing up to Summer of Marketing.

Over the next 12 weeks you'll learn valuable lessons that give you the foundation to effective marketing AND that help you refocus/prioritize on what matters most.

While you wait for the first lesson to drop on Monday, June 23 be sure to check out "THE Marketing Checklist"

<http://summerofmarketing.com/theMarketingChecklist.pdf>

Also, I have to ask you for one more favor while you wait.

Remember Smokey the Bear?

And his s **Clever "mailto:" trick**

If you know anyone who talks about marketing or wants to be in marketing or is a "serial-marketing-reader"...but...never actually does any marketing.

Do them a favor and let them know about this course before it closes.

Tell them about Summer of Marketing with a [quick email](#).

And remember, "Only You Can Prevent Wannabe Marketers!"

Can't wait to get started and thank you again.

Love,
Noah



Finally, Dave from [Ninja Outreach's](#) goal is to get the new subscriber on a phone call, and he does a great job of convincing the subscriber it's a good idea by making it easy to schedule, promising to add value, not try and pitch them and noting the obvious: how often do you get a founder of a tool you're interested in offering a free 30-minute phone call to help you accomplish your goals?



Hi!

My name is Dave, and I'm the founder of [Ninja Outreach](#).

And I'd like to chat with you on the phone.

Seriously, you can [schedule a call here](#):

Now, I get it - you're busy and you might not have time for a phone call. Maybe you just wanted to play around with the software.

But I can promise you that if you schedule a conversation with me, I will add value to what you're trying to do.

I won't just be talking about [Ninja Outreach](#). I'll be listening to what your goals are, and digging through everything I know as a digital marketer for the last 4 years to help you achieve them, regardless as to whether or not it pertains to [Ninja Outreach](#).

Here's a recent review I got (visible on my call scheduler)

"David is on the ball. This guy knows his stuff. I got loads of insight from our call. We touched on content marketing, networking, and startup business expansion... I came away inspired just by seeing what he's done on top of the advice. If you're an entrepreneur of any sort definitely hit up Dave for a call." - John Manning

So go ahead and schedule a call now.

Think about it - when was the last time the founder of one of the tool you were interested in offered a free, 30 minute conversation?

P.S - If you signed up for the trial, login details will come in a separate email to **your** paypal email address.

[Schedule Your Free Call With Dave](#)

Thanks!

Dave Schneider from [Ninja Outreach](#)

