

TEMPLATE: Welcome email for someone opt-ing in from a group, summit, or giveaway

Hey [First Name],

I am super pumped to have you join the [name of your site or business] community.

You are getting this email because you recently joined [name the place where they came from ie. FB Group, Summit, Giveaway, etc] and when we asked if you wanted to our email list to get awesome strategies on how to [say what the main goal you help people get to]...you said yes and gave us your email address.

For that, thank you!

I can't tell you how much I appreciate your contributions to this community (even if you haven't jumped in and started connecting yet.) (NOTE: If they came in through a summit or giveaway change this statement to say that you appreciate how much they want to learn about the topic, or that they are excited about the kind of topic or prizes that were offered which align with you and what you do.)

You are going to love it here.

The [your business] community is so much more than just a [group, blog, podcast, etc....this is meant to show them that you are a business]

The business was launched [take a few sentences to tell them about how you got started or why you started the business]

The community and movement have continued to grow and take on a life of its own since we started years ago and you are coming in at such an awesome time.

So how can you leverage this community and its resources? (note: If you don't have a community, then simply say how can you leverage our resources)

Great question...here is what I suggest...

(NOTE: the 3 main things you want to content them to is your content, your community, and a feature to create clout. If you don't have a community then ask them to reply back to create engagement)

1. CONNECT IN THE GROUP

- If you haven't done so already, make sure you check out the announcement post about how the group works [HERE](#).
- I go live and talk about business and also about the life aspects of being a Boss Mom...if you want to check out some of the best you can go [HERE](#).

(NOTE; If there is no group or community, say LET'S CONNECT and ask them to reply back to you and bullet out two things you would love to know about them.)

2. IF YOU WANT TO [mention the main topic of the article, or episode you were featured in] then you should check out an awesome article and podcast interview from [name of place you were fetured]...it was such a fun interview. [YOU CAN CHECK IT OUT HERE](#)

3. IF YOU WANT [way your opt-in helps] HELP... I know that [name their biggest challenge related to the opt-in topc] can be the biggest challenge. That's why I created an awesome [tell them what the opt-in is]. It has changed over ___ lives so far and if you are working [ideal audiences goal] then it might be just what you need. [YOU CAN GET ACCESS TO THE COURSE FOR FREE HERE.](#)

We have a ton of great content and all sorts of goodies and info that we will send your way so stay tuned.

Talk soon,

[name]

ps. I won't email you every day, but in the beginning, I do want you to know all the great resources we have here, so we will email you more often in the beginning and then once we get to know each other the emails will be farther apart. :)

p.p.s I will warn you I am a little snarky and I like to have fun and learn at the same time, just so you know what to expect. (replace the pps with something fun about your personality)

p.p.p.s I do write and check my own email so if you have questions or thoughts and reply to these emails I will see them and respond. :)

EXAMPLE: Welcome email for someone opt-ing in from a group, summit, or giveaway

Hey [First Name],

I am super pumped to have you join the Boss Mom Movement and community.

You are getting this email because you recently joined the Boss Moms Facebook Group and when we asked if you wanted to our email list to get awesome Boss Mom strategies on how to grow a business while taking care of your family...**you said yes and gave us your email address.**

For that, thank you!

I can't tell you how much I appreciate your contributions to this community (even if you haven't jumped in and started connecting yet.)

You are going to love it here.

The Boss Mom community is so much more than just a Facebook Group. First off, Boss Mom LLC is an actual business run by me, Dana :)

The business was launched with my first book Boss Mom: The Ultimate Guide to Raising a Business & Nurturing Your Family Like a Pro. It came out in 2015, at the same time I had my second baby and launched the Boss Mom Podcast and the Boss Moms Facebook Group. I trademarked Boss Mom in multiple categories and never looked back.

The community and movement have continued to grow and take on a life of its own since we started years ago and you are coming in at such an awesome time.

So how can you leverage the community and its resources?

Great question...here is what I suggest...

1. CONNECT IN THE GROUP

- If you haven't done so already, make sure you check out the announcement post about how the group works [HERE](#).
- I go live and talk about business and also about the life aspects of being a Boss Mom...if you want to check out some of the best you can go [HERE](#).
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2. IF YOU WANT TO LEARN HOW TO CREATE COMMUNITY ONLINE LIKE WE HAVE AT BOSS MOM then you should check out an awesome article and podcast interview from Social Media Examiner...it was such a fun interview and they did such a good job of translating it into a post too. [YOU CAN CHECK IT OUT HERE](#)

3. IF YOU WANT TIME MANAGEMENT HELP... I know that figuring out how to manage your time when you have little ones and a business at the same time can be the biggest challenge. That's why I created an awesome behind the scenes training to show you how to use a Free tool called Trello to manage my business, team, and life. It has changed over 10k lives so far and if you are working to run an online business then it might be just what you need. [YOU CAN GET ACCESS TO THE COURSE FOR FREE HERE.](#)

We have a ton of great content and all sorts of goodies and info that we will send your way so stay tuned.

Talk soon,

Dana

ps. I won't email you every day, but in the beginning, I do want you to know all the great resources we have in the Boss Mom community and here at Boss Mom LLC so we will email you more often in the beginning and then once we get to know each other the emails will be farther apart. :)

p.p.s I will warn you I am a little snarky and I like to have fun and learn at the same time, just so you know what to expect.

p.p.p.s I do write and check my own email so if you have questions or thoughts and reply to these emails I will see them and respond. :)