**WRITING A**

**Strong Welcome Email**

**WORKSHEET**

Your Welcome Email is the first communication you have with a client once they purchase your High-Value Solution.

As such, it’s an important communication.

It doesn’t need to be lengthy – your “Start Here” section within your program is undoubtedly going to provide great detail about the format and policies of your program, spoken in your own voice.

Your Welcome Email should be succinct, but positive, and should express excitement for the opportunity to help the client.

**The 6 Core Components:**

1. Greeting with Passion and Gratitude
2. Access Instructions – Group (if Group is Present)
3. “Getting Started” Group Instructions (if Present)
4. Access Instructions – Program
5. “Getting Started” Program Instructions
6. Reiteration of Support

**Welcome Email Example:**

\*\*Note: Prospect’s name is Elizabeth, program name is The Anxiety Institute (TAI)

Subject: Welcome to TAI, Elizabeth!

Body:

Hi Elizabeth,

 Welcome to TAI! I am very excited to help you permanently overcome your issues with anxiety and stress. This process represents a lifetime of work and I am thrilled we can walk this path together.

 First, please add me as a friend on Facebook so I can add you to our private Facebook group:

 <https://www.facebook.com/victor.elkins.us>

 Our group Q&A calls happen Tuesdays at 3 PM ET and Thursdays at noon ET. You are encouraged to join them whenever possible, but if you’re unable to attend, we post recordings in the Facebook group afterward.

 The login for each call is posted to the TAI Facebook group discussion approximately two hours prior to the start of the call, and will be pinned to the top of the group discussion.

 You can access the program training on the private TAI website here: <http://theanxietyinstitute.com/login-form>

 Username: elizabeth@saltpeanuts.com

 Password: jweifjwleifj

 After logging in, please be sure to visit the “Start Here” section first. This section outlines the fundamental principles of this process. You will then move to Module 1 which lays out the foundation for all of our exciting work to come! Please be sure to review all sections in the order presented and complete all assignments in as much detail as possible.

 Do not hesitate to reach out with questions.

-Victor

**Write Your Welcome Email Below:**