

Email Marketing / Welcome Sequences

Write a compelling brand origin story email that builds emotional connection with new subscribers.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Brand Storytelling, Welcome Emails, Emotional Connection

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Why This Prompt Exists

Most welcome emails are transactional — “thanks for subscribing” — and miss the chance to connect emotionally.

You get:

- generic welcome messages (forgettable)
- no brand personality (feels corporate)
- no reason to care about your brand
- missed opportunity to build loyalty
- subscribers who don't open future emails

But a brand story is not a biography.

It is why you exist and why they should care.

- The problem: what you saw that was broken
- The struggle: what you tried that didn't work
- The breakthrough: the insight that changed everything
- The mission: what you're building and why it matters
- The invitation: how they can be part of it

Without a brand story, you're just another business.

This framework forces AI to write brand story emails that connect.

The Prompt

Assume the role of a brand storyteller who builds emotional connection through email.

Your task is to write a brand story welcome email.

Generate:

1. SUBJECT LINE (curiosity or emotion-driven)
2. EMAIL BODY (300-400 words)
 - The problem (what was broken before you started)
 - The struggle (what you tried that didn't work)
 - The breakthrough (the insight or moment of change)
 - The mission (what you're building and why)
 - The invitation (how they can be part of it)
3. CALL TO ACTION
 - Reply, read a specific post, watch a video, or follow on social
4. BRAND VOICE NOTES
 - Tone and personality guidance
5. PS LINE (optional)
 - Personal touch or additional CTA

INPUTS:

Your Brand Name:

[INSERT]

Your Origin Story (brief):

[WHAT PROBLEM LED YOU TO START?]

Your Mission (one sentence):

[WHAT DO YOU WANT TO ACCOMPLISH?]

Your Audience:

[WHO ARE YOU TALKING TO?]

Brand Personality:

[WARM / GRITTY / ASPIRATIONAL / PLAYFUL / AUTHORITATIVE]

RULES:

- Start with the problem (not your company history)
- Share a specific struggle (builds credibility)
- The breakthrough is the emotional peak
- Mission should connect to their life
- Invite them into the story (not just "buy now")
- Keep it conversational (write as you speak)

How To Use It

- Start with the problem, not your company history (they don't care about your founding date).
- Share a specific struggle — vulnerability builds trust.

- The breakthrough is the emotional peak — make it vivid.
- Your mission should connect to their life (how you help them).
- Invite them into the story — ask them to reply or share their own experience.

Example Input

Your Brand Name: The Freelance Insider

Your Origin Story: As a freelancer, I wasted 5+ hours/week on email — built templates to save time, now helping other freelancers do the same

Your Mission: Help freelancers stop wasting time on email so they can focus on billable work

Your Audience: Freelancers with 1-5 years experience

Brand Personality: WARM AND ENCOURAGING

Why It Works

Most welcome emails are transactional and forgettable.

This framework improves outcomes by forcing:

- problem-first opening (relevance)
- struggle vulnerability (trust)
- breakthrough storytelling (engagement)
- mission connection (purpose)
- invitation (community)

Great brand stories don't tell your history — they make subscribers feel something.

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See also [The Two-Question Survey Welcome Email](#)