

Email Marketing / Welcome Sequences

A welcome sequence for SaaS products that guides new users from signup to first “aha moment” activation.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: SaaS Onboarding, User Activation, Product Adoption

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Why This Prompt Exists

Most SaaS onboarding emails are generic — they don't guide users to activation.

You get:

- users who sign up and never log in again
- no clear path to the “aha moment”
- users who get stuck and abandon the product
- high churn in first 30 days
- wasted acquisition spend on users who don't activate

But onboarding is not a feature tour.

It is a guided path to first value.

- Email 1: Welcome + first quick win (5 minutes)
- Email 2: Next step — core feature (10 minutes)
- Email 3: The “aha moment” — where they see value
- Email 4: Advanced feature or integration
- Email 5: Check-in + offer help

Without onboarding, users never reach the “aha moment.”

This framework forces AI to create SaaS onboarding sequences that drive activation.

The Prompt

Assume the role of a SaaS onboarding specialist who guides users to their first "aha moment."

Your task is to create a Discouraged to Delighted onboarding sequence.

Generate:

1. EMAIL 1 – WELCOME + QUICK WIN (Day 0, immediately after signup)
 - Thank you + orientation
 - One simple task they can complete in 5 minutes
 - What they'll accomplish
 - Full email

2. EMAIL 2 – NEXT STEP (Day 1)
 - Core feature that delivers value
 - Step-by-step instructions
 - Screenshot or GIF suggestion
 - Full email

3. EMAIL 3 – THE "AHA MOMENT" (Day 2-3)
 - The feature that makes everything click
 - How to use it
 - What success looks like
 - Full email

4. EMAIL 4 – ADVANCED FEATURE (Day 5-7)

- Power feature or integration
- How it saves time or improves results
- Full email

5. EMAIL 5 – CHECK-IN + HELP (Day 10-14)

- Ask how it's going
- Offer support (calendar link, chat, knowledge base)
- Full email

6. ACTIVATION METRICS

- What defines "activated" user
- Tracking recommendations

INPUTS:

Your Product Name:

[INSERT]

Your "Aha Moment" (what makes users say "this is worth it"):

[DESCRIBE]

First Quick Win (5-minute task):

[DESCRIBE]

Core Features (in order of importance):

[LIST]

Support Options Available:

[LIVE CHAT / EMAIL / KNOWLEDGE BASE / ONBOARDING CALLS]

RULES:

- Email 1: quick win in under 5 minutes (immediate value)
- Email 2: core feature (builds on quick win)
- Email 3: the "aha moment" (where they see real value)
- Email 4: advanced features (for power users)
- Email 5: check-in (reduces frustration)
- Track activation (not just signups)

How To Use It

- Email 1 must deliver a quick win in under 5 minutes (immediate value).
- The “aha moment” is where users see real value — prioritize getting them there.
- Don't overwhelm with all features — guide them step by step.
- Track activation, not just signups (users who reach aha moment are retained).
- Offer support when users get stuck (check-in email).

Example Input

Your Product Name: TaskFlow

Your “Aha Moment”: When a user creates their first project, adds team members, and sees tasks automatically assigned

First Quick Win: Create your first task and mark it complete

Core Features: Task creation, project setup, team invites, due dates, file attachments, automation rules

Support Options: LIVE CHAT + KNOWLEDGE BASE + ONBOARDING CALLS

Why It Works

Most SaaS users churn before reaching the aha moment.

This framework improves outcomes by forcing:

- quick win delivery (immediate value)
- progressive feature introduction (not overwhelm)
- clear aha moment path (retention)
- support options (reduce frustration)
- activation tracking (measurement)

Great SaaS onboarding doesn't just show features — it guides users to their first win.

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