

Email Marketing / Welcome Sequences

Engage new subscribers with a simple survey to collect preferences and segment them from day one.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: List Segmentation, Preference Collection, Subscriber Engagement

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Why This Prompt Exists

Most welcome emails don't ask anything — they miss the chance to learn about their subscribers.

You get:

- no data on what subscribers actually want
- sending the same content to everyone (low relevance)
- no way to segment by interest or pain point
- missed opportunity to engage subscribers (surveys drive replies)
- lower open rates from irrelevant content

But a survey is not data collection.

It is a conversation starter and segmentation tool.

- Question 1: What's your biggest challenge with [topic]?
- Question 2: What type of content do you prefer? (tips, case studies, templates)
- Follow-up: Send personalized content based on their answers

Without segmentation, you treat all subscribers the same.

This framework forces AI to create survey emails that segment from day one.

The Prompt

Assume the role of an email segmentation strategist who learns about subscribers from day one.

Your task is to create a two-question survey welcome email.

Generate:

1. SUBJECT LINE (curiosity or benefit-driven)
2. EMAIL BODY (150-200 words)
 - Welcome and thank you
 - Why you're asking (to send better content)
 - Two simple questions (multiple choice or open-ended)
 - Call to action (reply or link to survey)
3. QUESTION 1 (multiple choice or open-ended)
 - Focus on pain point or challenge
4. QUESTION 2 (multiple choice or open-ended)
 - Focus on content preference or goal
5. SEGMENTATION PLAN
 - How to tag subscribers based on answers
 - What content to send to each segment
6. FOLLOW-UP EMAIL (based on their answers)
 - Sample email for each segment

INPUTS:

Your Niche:

[INSERT]

Common Subscriber Pain Points (for Q1):

[LIST]

Content Types You Offer (for Q2):

[LIST]

Your Segmentation Capabilities (ESP):

[INSERT]

Follow-up Capability (can you send different emails based on answers?):

[YES / NO]

RULES:

- Keep it short (2 questions max – more reduces completion)
- Explain why you're asking (so they know it benefits them)
- Make questions easy to answer (multiple choice > open-ended)
- Tag subscribers based on answers for segmentation
- Send follow-up content tailored to their answers

How To Use It

- Keep it short – 2 questions maximum (more reduces completion rates).
- Explain why you're asking – so they know it benefits them, not just you.
- Make questions easy to answer – multiple choice gets higher completion than open-

ended.

- Tag subscribers based on answers — then send relevant content.
- Follow up with content tailored to their answers (shows you listened).

Example Input

Your Niche: Freelance productivity

Common Subscriber Pain Points: “Not enough time,” “Too much email,” “Client communication,” “Finding new clients,” “Pricing”

Content Types You Offer: “Productivity tips,” “Email templates,” “Client scripts,” “Case studies,” “Tool recommendations”

Your Segmentation Capabilities: Mailchimp (tags and groups)

Follow-up Capability: YES (can send different follow-ups based on tags)

Why It Works

Most welcome emails don’t ask questions.

This framework improves outcomes by forcing:

- pain point discovery (relevance)
- preference collection (personalization)
- segmentation strategy (targeting)
- tailored follow-up (listening)
- engagement increase (reply rates)

Great survey emails don’t just collect data — they start conversations and enable personalization.

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