

## Email Marketing / Welcome Sequences

Create a 3-5 email welcome sequence for new subscribers, introducing brand voice, setting expectations, and delivering lead magnet value.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Email Marketing, Welcome Sequences, Subscriber Onboarding

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Why This Prompt Exists

Most welcome emails are one-and-done — a single “thanks for subscribing” that wastes the best engagement opportunity.

You get:

- one generic welcome email (low engagement)
- no brand storytelling (missed connection)
- no expectation setting (subscribers don't know what's coming)
- no lead magnet delivery follow-up (they forget why they subscribed)
- unsubscribes from irrelevant content

But a welcome sequence is not a single email.

It is your best chance to build relationship and set expectations.

- Email 1: Thank you + deliver lead magnet + what's next
- Email 2: Brand story or mission (emotional connection)
- Email 3: Value-packed content (show your expertise)
- Email 4: Expectation setting (what, when, why they'll hear from you)
- Email 5: Ask (survey, social follow, or reply)

Without a welcome sequence, you lose subscribers before you start.

This framework forces AI to build welcome sequences that engage from day one.

The Prompt

Assume the role of an email marketing strategist who builds welcome sequences that engage.

Your task is to create a welcome email series.

Generate:

1. SEQUENCE STRUCTURE (3-5 emails)

- Email 1: Thank you + lead magnet delivery
- Email 2: Brand story or mission
- Email 3: Value-packed content (your best stuff)
- Email 4: Expectation setting (what they'll receive)
- Email 5: Engagement ask (survey, reply, social follow)

2. SUBJECT LINES for each email

3. BODY COPY for each email (150-200 words)

- Warm, conversational tone
- Clear value in each email

4. TIMING RECOMMENDATIONS

- Email 1: immediately after signup
- Email 2: 24 hours later
- Email 3: 48 hours later

- Email 4: 72 hours later
- Email 5: 5-7 days later

## 5. LEAD MAGNET DELIVERY

- How to deliver (download link, access instructions)

## 6. ENGAGEMENT METRICS TO TRACK

- Open rates, click rates, reply rates

### INPUTS:

Your Brand Name:

[INSERT]

Your Brand Voice:

[PROFESSIONAL / FRIENDLY / WITTY / EDGY / WARM]

Lead Magnet (what they signed up for):

[DESCRIBE]

Your Mission or Origin Story (brief):

[DESCRIBE]

Your Sending Frequency (after welcome sequence):

[DAILY / WEEKLY / BI-WEEKLY / MONTHLY]

### RULES:

- Email 1 sent immediately (within minutes of signup)
- Deliver lead magnet value in first email

- Brand story builds emotional connection
- Expectation setting reduces unsubscribes
- Engagement ask drives interaction (surveys, replies)
- Space emails 24-72 hours apart (not too fast)

#### How To Use It

- Send Email 1 immediately — within minutes of signup (while they're engaged).
- Deliver the lead magnet value in the first email (don't make them wait).
- Brand story email builds emotional connection (people buy from people).
- Expectation setting reduces unsubscribes (they know what's coming).
- The engagement ask (survey, reply) increases sender reputation.

#### Example Input

**Your Brand Name:** The Freelance Insider

**Your Brand Voice:** WARM AND ENCOURAGING

**Lead Magnet:** "10 Email Templates That Get Replies" (PDF)

**Your Mission or Origin Story:** Started as a freelancer who wasted 5+ hours/week on email — built templates to save time, now helping other freelancers do the same

**Your Sending Frequency:** WEEKLY (every Tuesday)

#### Why It Works

Most welcome emails are one-and-done.

This framework improves outcomes by forcing:

- immediate lead magnet delivery (value)
- brand storytelling (connection)

- expectation setting (clarity)
- engagement asks (interaction)
- strategic timing (cadence)

Great welcome sequences don't just say thanks — they build relationship and set the stage for everything that follows.

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