



FREE DOWNLOAD

The 7-Day Welcome Email Sequence

A fill-in-the-blanks autoresponder template that turns a new subscriber into a reader who trusts you – and buys from you. Seven emails, one per day, each with its subject line, goal, and skeleton copy.

01	How the sequence works	the map
02	Day 1 — the welcome email, written out	example
03	Days 2–4 — value, story, solution	templates
04	Days 5–7 — proof, pitch, feedback	templates

THE MAP

How the sequence works

Every email has exactly one job. Trust is built in days 1–5; the ask happens on day 6, after you've earned it. Write each email in 20 minutes, load all seven into your email tool, and let automation do the rest.

SEVEN DAYS, SEVEN JOBS

D1 Welcome

Deliver the lead magnet. Set expectations. One question.

D2 Value

One surprising tip or common mistake in your niche.

D3 Story

Your before-and-after. Why you started, what changed.

D4 Solution

Introduce your primary recommendation, softly.

D5 Proof

A case study, numbers, or a testimonial.

D6 Pitch

The direct offer. One link, one clear call to action.

D7 Feedback

Ask a question. Replies boost your sender reputation.

» Then weekly

Graduate them to your regular newsletter cadence.

SUBJECT LINE FORMAT

[curiosity or benefit] + [specificity] – never "Newsletter #3"

One rule. If an email doesn't have one job, it has none. Cut anything that serves a second goal.

SEND

Immediately on signup

GOAL

Deliver + set expectations

CTA

Reply to one question

— SUBJECT LINE

Your checklist is inside (plus what happens next)

— BODY SKELETON

- 1 Deliver first.** "Here's your **[lead magnet]** – direct link, no hoops."
- 2 Introduce yourself in two lines.** Who you are and the one problem you help with.
- 3 Set expectations.** "You'll get one email a day for the next six days, then one a week."
- 4 Ask one question.** "What's the #1 thing you're stuck on right now? Hit reply."
- 5 Sign off as a person.** Your name, not a brand.

— DONE WHEN

The lead magnet link works, the email sends within one minute of signup, and replies land in an inbox you actually read.

— DAY 2 • VALUE – SUBJECT + THE ONE TIP

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- 1 The mistake most people in your niche make: _____
- 2 What to do instead, in one actionable step: _____

— DAY 3 • STORY – YOUR BEFORE-AND-AFTER

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- 1 Where you were before (be specific, be honest): _____
- 2 The turning point: _____
- 3 Where you are now – and the lesson for them: _____

— DAY 4 • SOLUTION – THE SOFT INTRODUCTION

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- 1 The problem this solves, restated in their words: _____
- 2 Your recommendation + why you personally use it: _____
- 3 Low-pressure link: "have a look when you're ready."

Tone check: days 2–4 should read like advice from a friend, not a funnel. If it smells like marketing, rewrite it shorter.

— DAY 5 • PROOF — MAKE THE CLAIM BELIEVABLE

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- 1 One case study or result with a real number: _____
- 2 What they can expect if they act: _____

— DAY 6 • PITCH — THE DIRECT OFFER

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- 1 The offer in one sentence: _____
- 2 Address the #1 objection: _____
- 3 **One link. One button. Nothing else competing.**

— DAY 7 • FEEDBACK — THE QUESTION

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- 1 "Did the **[lead magnet]** help? What's still unclear?" — then actually answer replies.

— SEQUENCE COMPLETE WHEN

All 7 emails are loaded and automated, you've test-run the full week to your own inbox, and at least one real subscriber has replied.

Next step: the full email marketing playbook (platform picks included) lives at gauravtiwari.org/resources/blogging-resources/