



Touchdown Copywriting

Score more sales! Lead generation SEO content for online B2B marketers.

Writing Sample – Welcome Email

The following page contains a welcome email auto-response for the sales funnel of an online course.

The names have been removed because this is about my writing, not the guy producing the online course.

Items in box brackets are explanatory or instructional.

[WELCOME EMAIL]

SUBJECT: You Did It, [FIRSTNAME!]

Hey there, it's [CLIENT NAME] from [CLIENT URL/COMPANY NAME], and I want to congratulate you for what you just did...

Because you've taken the first step towards quickly and easily setting up a profitable e-commerce website. And I applaud you for it!

Over the next few weeks, I'll be telling you more about the program, *Four Steps to Launching Your e-Profit Center*, including some amazing strategies and tactics you can implement right now to help you:

- Unshackle from your day job!
- Take more trips with the family.
- Never stress about retirement savings again.

But before we get started, there's something important I need to pass along first...

Please make sure you whitelist this email address. This means you give permission for my emails to come directly into your inbox (instead of hitting your spam folder).

Your email provider should have clear, easy to follow directions on how to do this - it usually only takes a couple of clicks - but it's very important.

Can you do that for me please?

Good. Now look for another email from me to come within the next day or so. Until then, thanks again for checking out the *Four Steps to Launching Your e-Profit Center* program, and I'll be talking with you soon.

[CLIENT NAME]

P.S. Again, I can't stress enough how important it is for you to whitelist this email address...

Because I'm going to be sending you some very crucial information on how this program can quickly teach you how easy it is to create a profitable e-commerce website.

Seriously - and if these messages get snagged by a spam filter, you'll probably never see them.

So please whitelist this address right away, okay? I'd hate to see you miss out on anything.