

New user email templates

Different organizations have different audiences, tones, and product types, and all of these will influence the nature of your welcome email to new users.

Regardless, that first contact point is essential in:

- a) fostering a great relationship with new customers, and
- b) ensuring they're set up for a successful journey with your product.

Email template #1: To the point

Hey **[insert name]**,

Welcome to **[insert product name]** - we're delighted to have you on board!

Now you're part of our community, here are a few tips to help you get the most out of your subscription:

1. **[Insert your tip here]**.
2. **[Insert your tip here]**.
3. **[Insert your tip here]**.
4. **[Insert your tip here]**.

For now, that's all from us, but if you've got any questions please do let us know.

We hope you enjoy using **[insert product name]**!

Thanks,

[insert name]

Email template #2: Free trial

Hey **[insert name]**,

Welcome to your free **[product name]** trial.

Your free plan starts today and will expire on **[insert date]**.

To help you get the most out of your time with us, head over to our **FAQ section** and/or **welcome guide**.

Want to get even more out of **[insert product name]**? Then choose the right plan for you.



[Button: See all plans]

Thanks,

[insert name]

Email template #3: Product demo

Hey **[insert name]**,

Welcome to your **[product name]** account - we're chuffed you decided to join us!

We're absolutely certain **[product name]**'s going to help you **[insert key goals]** and to help you achieve just that, here's a video we pulled together to help guide you around the product.

[insert video]

If you have any questions at any time, please do get in touch - I'm always more than happy to help.

'Till then,

[insert name]

Email template #4: Playful

Hey **[insert name]**,

Okay so we know you know this isn't a human actually sitting here pressing send to each email, but a real human (me) really did write these words.

First off, thanks for picking **[company name]** for your **[insert customer problem]** needs.

Now you're a fully-fledged (and valued!) customer, it's time to make sure you get the most out of your time with us.

Here are some quick links to our most-used features:

- Quick link #1
- Quick link #2
- Quick link #3

And right **here** you'll find tons of FAQs, tips, and tricks to help you hit the ground running.

And then, of course, there's me. If you're ever in need of any support, please don't hesitate to drop me a line.

Thanks,

[insert name]
