

The First 5 Emails Kit

Five fill-in-the-blank welcome emails. Send one a day for five days, and a stranger becomes a reader who trusts you.

A welcome sequence doesn't sell for you. It starts the conversation — the rest is up to you. These five emails are the honest, plain-spoken start every new subscriber deserves.

How to use this kit

- Replace everything in [brackets] with your own words. The brackets are the only writing you have to do.
- Send them one a day, in order, starting the moment someone joins your list.
- Send from your real name, not a company name. People open emails from people.
- Keep the P.S. line in every email — it's the most-read line in any email, and it's where one quiet link lives.

Your list is people, not numbers. Treat it that way and the emails almost write themselves.

Email 1 — The Welcome

Send: immediately, the minute they join.

Subject line — pick one:

- You're in — here's what happens next
- Welcome. Let me show you around.

Hi [first name],

I'm [your name]. This is my list, and I'm glad you're on it.

Here's the deal: I'll send you [what you send, e.g. one short email a week about starting a side hustle with \$0]. No fluff, no 47-email "funnel." Just the useful stuff, plain and simple.

You can reply to any email I send. I read every one.

Talk soon,
[your name]

P.S. Here's [your best free thing — link it]: [link]. Start there.

Email 2 — The Story

Send: day 2.

Subject line — pick one:

- Why I started [this thing]
- A quick story, then we get to work

Hi [first name],

[Two sentences on where you started — the kitchen table, the night shift, the broke month. Be specific; specific is believable.]

[Two sentences on what changed — what you tried, what you learned, what you're still figuring out. No victory lap.]

That's why I write these emails: [one sentence on who you're trying to help and why].

[your name]

P.S. If you've got a story like that, hit reply. I'd like to hear it.

Email 3 — The Quick Win

Send: day 3.

Subject line — pick one:

- Try this today (takes 5 minutes)
- One small win for you

Hi [first name],

Today's email is short on purpose. Here's one thing you can do in the next five minutes:

1. [Step one — make it tiny. "Open a notes app," not "build a brand."]
2. [Step two — the actual doing.]
3. [Step three — how you'll know it worked.]

That's it. Small wins stack up — that's the whole method.

[your name]

P.S. Did it? Reply and tell me how it went. I read every reply.

Email 4 — What I Believe

Send: day 4.

Subject line — pick one:

- What I actually believe
- Three things I won't budge on

Hi [first name],

Before we go further, you should know where I stand:

1. [Belief one — e.g. "You don't need money to start; you need a first step."]
2. [Belief two — something you'd say across the kitchen table.]
3. [Belief three — the hill you'd die on.]

If those sound right to you, we're going to get along fine.

[your name]

P.S. Disagree with one? Tell me why — I like a good argument.

Email 5 — The Invitation

Send: day 5.

Subject line — pick one:

- Your move — no pressure
- Where we go from here

Hi [first name],

Five emails in, so here's the honest part: I'd like you to stick around, and I'd like to earn that.

Three ways to go deeper — pick the one that fits, or pick none and just keep reading:

- [Reply to this email and tell me the one thing you're stuck on.]
- [Look at your thing — name it plainly: your guide, your shop, your next free download — with its link.]
- [Follow along somewhere else you post — name the place.]

No hard sell. I'll be here tomorrow either way.

[your name]

After the five days

Keep the rhythm you started: one useful email, on a schedule you can keep. Weekly beats daily if daily burns you out — consistency is the whole strategy.

And remember the rule that makes all of this work: your list is people, not numbers. Write to one person. Mean every word. The rest takes care of itself.

Free from Digital Wolf Media · digitalwolfmedia.com