

## A great welcome email consists of 3 things:

1. **A warm welcome**, which helps show people that signing up for your newsletter was a smart idea.
2. **What to expect** from your newsletter.
3. **A call-to-action**. For example, you can invite them to reply, follow you on social, or check out a piece of content.

## You can see all of those in action in the following 2 examples:

Here’s the welcome email we use at [Exploding Topics](https://explodingtopics.com/), which gets an impressive 75% open rate:

***Subject:***

*You're in. Here's what's next*

***Body:***

*Hey,*

*You're the latest member of the Exploding Topics newsletter. Welcome!*

*Here's how it works:*

*1. Our advanced technology analyzes millions of searches, conversations and mentions across the internet.*

*2. Our algorithm identifies Exploding Topics… before they take off.*

*3. We curate the best topics from this list.*

*4. Each week we'll send you "Exploding Topics Tuesday": a curated list of the best trending topics that we find. Plus, insight and analysis.*

*You can read* [*last week's newsletter*](https://explodingtopics.com/newsletter/current) *to catch up on what you’ve missed.*

*See you on Tuesday.*

*Talk Soon,*

*Brian and Josh*

And here’s a welcome email from [The Hustle](https://thehustle.co/):

***Subject:***

*Open for instruction*

***Body:***

*You’re in. Now what?*

*As you’ve probably noticed, you’re going to get an email each weekday at 8AM EST with our daily rundown of news, insights, podcasts, and (occasionally) our favorite Amazon pool floats.*

*\*Extremely Infomercial Voice\* But wait, there’s more!*

*If that doesn’t scratch your itch, we also do deep-dives every Sunday. We write ‘em, people love ‘em, it’s a whole big thing. Here are some fan faves:*

* [*The restaurant owner who asked for 1-Star Yelp reviews*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3033)
* [*The man who won the lottery 14 times*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3034)
* [*How a janitor at Frito-Lay invented Flamin’ Hot Cheetos*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3035)
* [*The rise and demise of the AAirpass, American Airlines’ $250k lifetime ticket*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3036)
* [*The worst sales promotion in history*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3037)

*Still haven’t gotten your fix?*

*We have a free book you can get when you share The Hustle with 3 friends (click "Share The Hustle" below).*

*Need social? We have it. We’re active on* [*Instagram*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3038)*,* [*Facebook*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3039)*, and* [*Twitter*](https://thehustle62422.acemlnb.com/lt.php?s=7399cceb935501eb1194d8ae77d588ee&i=162A357A6A3040)*. Toss us a like -- it’s the least you could do.*

*Happy reading,*

*-Us’tle at The Hustle*

## Now, here’s your welcome email template:

***Subject line:***

*[Short teaser of what’s inside]*

***Body:***

*Hey [their first name if you have it],*

*[Warm welcome, which helps show people that signing up for your newsletter was a smart idea.]*

*[What to expect from you and your newsletter.]*

*[Call-to-action.]*

*[Signature]*

And that concludes this template. You can find 20+ other marketing templates (including more email marketing templates) [right here](https://backlinko.com/templates).

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