

The Email List Launch Kit

Checklist + 5 plug-and-play welcome emails - from 0 to your first 100 subscribers.

Why this kit exists

An email list is the only audience you actually **own** - no algorithm decides who sees you. Work through the three phases below, paste the welcome emails into your tool, and you'll have a real, revenue-ready list. Tick each box as you go.

Phase 1 - Foundation (Day 1-3)

- Pick ONE clear promise for your list (what subscribers get, and how often)
- Choose a free email tool - MailerLite, Brevo or Zoho Campaigns (all free in India to start)
- Connect or buy a domain so emails come from you@yourbrand.com, not gmail
- Set up one signup form and one thank-you page
- Write your list's one-line description in plain Hindi/English

Phase 2 - The Irresistible Lead Magnet (Day 4-7)

- Decide the freebie: checklist, template, mini-guide, or calculator
- Create it (Canva for design, or repurpose an existing PDF)
- Name it with a benefit + timeframe (e.g. '10-Minute Budget Template')
- Upload it and connect automatic delivery on signup
- Test the full flow yourself with a dummy email

Phase 3 - Launch & First 100 (Day 8-14)

- Add the signup form to your site header, footer and most-read post
- Share the freebie link in your WhatsApp status and broadcast list
- Post about it 3 times across Instagram / LinkedIn with the link in bio
- Pin the freebie link to the top of every social profile
- Email a personal note to 20 friends/contacts asking them to subscribe
- Switch on your 5-part welcome sequence (templates below)
- Commit to a fixed weekly send day - and never miss it

5 Plug-and-Play Welcome Emails

Copy these into your email tool's automation. Replace [brackets]. Send one per day for the first 5 days after someone joins.

Email 1 - The Warm Welcome (send instantly)

Subject: Welcome - here's your [freebie name]

Hi [first name], so glad you're here. Here's the [freebie] I promised: [LINK]. I'm [your name], and every [day of week] I'll send you one practical idea on [your topic] - no fluff, no spam. Hit reply and tell me the #1 thing you're struggling with right now. I read every message.

Email 2 - Your Story (Day 2)

Subject: Why I started doing this

A quick story: [2-3 lines on why you care about your topic and who you help]. That's exactly why this list exists - to help people like you [desired outcome]. Tomorrow I'll share the one mistake almost everyone makes with [topic].

Email 3 - The Quick Win (Day 3)

Subject: Try this in the next 10 minutes

Here's a small win you can get today: [one specific, easy tip]. Do it, then reply and tell me how it went. Small actions compound - this is how real change starts.

Email 4 - Social Proof (Day 4)

Subject: 'I wish I'd found this sooner'

[Share a testimonial, result, or before/after - yours or a reader's]. You can get there too. If you ever want personal help with [topic], just reply with the word 'HELP'.

Email 5 - The Soft Offer (Day 5)

Subject: The next step (only if you're ready)

You've got the basics now. If you want to go deeper, my [product/service] walks you through [outcome], step by step: [LINK]. No pressure - staying on this free list is completely fine too. Either way, I'll keep showing up in your inbox every [day].

One rule that beats every tactic: show up on the same day every week, give more than you ask, and your list becomes the most valuable asset you own. You've got this. - Team digmod.com