

## Tips on How to Send a Welcome Email Series:

Use your first email to thank your subscriber and set expectations for what type of messages they'll be receiving from you.

Send no more than 3 welcome emails in a series.

Remove any addresses that bounce after you send the first welcome message.

Try including various content pieces and promotional offers to determine what resonates best with your new subscribers.

Test various subject lines, sending intervals, and times of day to see what results in the best engagement.