

creative hive

Buyers Everyday Email Templates



Welcome & How To Use

Hi! What you are about to see is a series of emails from my Welcome Series autoresponder I personally use in my jewelry business, [Tiny Hands](#).

I have had several iterations of this autoresponder over the years, and this is the most recent version.

This sequence of emails is responsible for generating tens of thousands of dollars in sales for me. More importantly, they've completely taken the task of selling off my plate so I literally make sales when I sleep or even when I'm not working on my business!

There are many other types of autoresponders you can install into your business and I provide the full collection to my [A Sale A Day Business System](#) students, but the Welcome Series is without a doubt, the most impactful and the first one every store owner should have.

In the following pages, you'll find screenshots of the emails I use, so you can see the email content, layout design, copy and images I've used.

Also pay attention to subject lines and timing each email is sent. These have all been proven to work and get great open and click through rates.

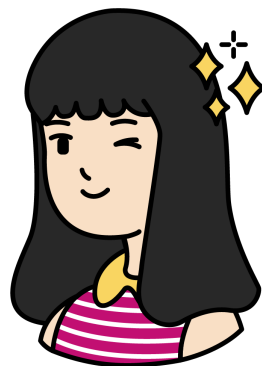
You are welcome to copy my emails if that helps you build your own Welcome Series with more speed and ease. That's my exact goal for gifting you this document.

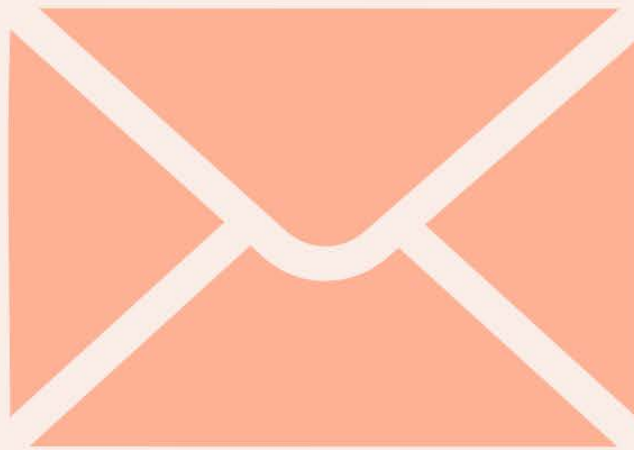
However, bear in mind that every business has a different brand and voice so what works for me may not work as well for you.

It is beneficial for you to customize these emails to fit your own brand and products.

Having said that, this is the beginning of making sales in your six figure online store.

I hope you find this resource useful!





EMAIL 1

Welcome Series – Email 1: Welcome Coupon

Email Subject Line: Your welcome gift inside!

When to Send: Immediately



WELCOME! 🍦

Hi Mei,

Here's your personal welcome coupon code:

FREE SHIPPING!

Enter this coupon code at checkout*:

CP582EXK9NMR

Expires in 7 days! One per customer.

* US Domestic shipping only.

IN ADDITION...

We've got some awesome goodies for you in the coming weeks! 🍪

Secret Sales - only YOU will have access to these sales, sometimes up to 50% off on your favorite designs!

New Arrivals - every time I design a new piece, you'll be first to know about them and have first dibs lower prices!

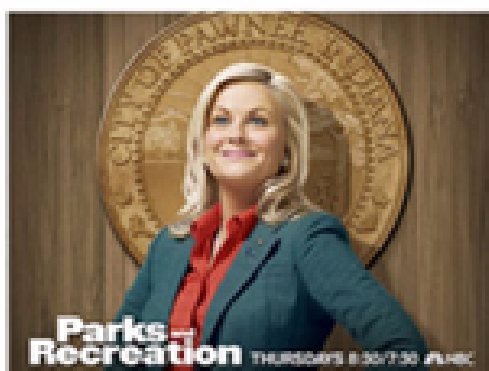
Giveaways - every now and then I host a giveaway where you can win free jewelry. What's not to love?

Contests - play to win free jewelry and other cool prizes!

Sounds good?

Great, we're going to have fun – enjoy the ride!

TINY HANDS AS SEEN ON





Scented Pumpkin Pie Necklace

[Buy Now](#)



Scented Snow Cone Earrings

[Buy Now](#)





Maple Syrup Scented Corn Dog Necklace

[Buy Now](#)



Scented Sugar Chocolate Donut Necklace

[Buy Now](#)



Scented Vanilla Ice-Cream Necklace

[Buy Now](#)



Bubblegum Scented Lollipop Necklace

[Buy Now](#)

RAVES



"Dear Mei, yesterday I received your bracelet, it's so beautiful I love it !!!!!
Thank you so much!!!! I love the message that you sent me and I really
appreciate all the love that you put in my bracelet." - Pamela, Chile



"This has to be one of my favourite purchases to date! This charm came
in the most sweetest packaging, and it smells so delectable. A+ seller and
A+ quality!" - Michelle, Canada



"Wonderful experience. Included me in every step and the result was a
gorgeous yummy necklace. Well packaged as well. Highly recommend." -
Ada Lin, Missouri



"I Love this lil' waffle! It looks so REAL! Yummy enough to eat! Thank you
for your kindness. It was a real pleasure buying from you!!!!" - Melissa,
Seattle





"Very adorable necklace, was packaged so nicely I almost didn't want to open it. Smells amazing reminds me of my grandma's pumpkin pie, perfect for fall. Would buy from Tiny Hands again" - Breanna, Ohio



"I wanted to let you know that your sno-cone necklace stopped activity at the post office last week! The woman who was helping me was squealing about it and dragged the other employees to come and see it and went on about how it was her favorite treat as a kid. I gave her your info so she could order one too!" - Steph, California



"This is my second item I purchased from Tiny Hands and I can't tell you which is my favorite (also bought the raspberry french macaroon)! It's so real and life like! I get tons of compliments every time I wear it and it's just a happy and cheery necklace that spices up any old plain blouse or tee shirt. I can tell I'm going to be addicted to shopping on this site!" - Kristin, Arizona

[BROWSE ALL PRODUCTS](#)

FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75

[HOME](#)

[SHOP BESTSELLERS](#)

[HELP](#)

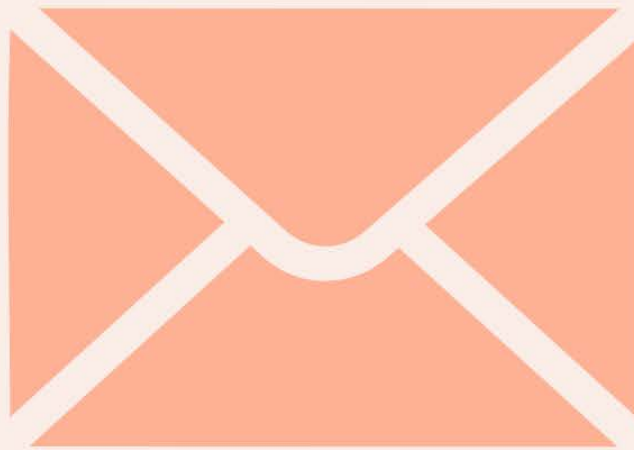
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EMAIL 2

Welcome Series – Email 2: Thanks and Welcome

Email Subject Line: Did you get it?

When to Send: 30 minutes later

Hi Mei,

It's Mei here. I'm the owner of Tiny Hands and I want to personally welcome you to our "Insider Club!" 🎉

I'm excited to have you with us, we have some great material in store for you!

But first a quick question – you should have received your welcome coupon code in another email just a while ago.

Did you get it?

Just reply to this email and let me know! 😊

xoxo,

Mei

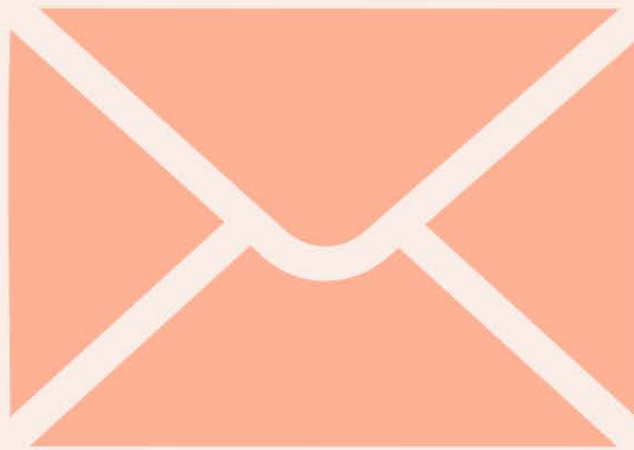
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Mei Pak

Owner, Tiny Hands



Want to change how you receive emails from us?



EMAIL 3

Welcome Series – Email 3: Brand Story

Email Subject Line: The unexpected beginnings of Tiny Hands... (and my secret)

When to Send: 3 days later

Hi Mei,

It's Mei (like the month May!) here, the owner of Tiny Hands. 😊

I have a wonderful relationship with jewelry.

But, I have to admit...

It wasn't always monogamous.

My fond relationship with jewelry began when I was a child, like many other lifelong passions.

I grew up adoring art and its ability to invoke emotion.

Both my parents were very supportive of my creative learning as a child and had always encouraged me to explore different artistic disciplines.

My mother would adorn me with colourful necklaces, bracelets and hairpins and would dress me up like a princess.

Yes, I know...

Anyway, life took me to a different direction first.

You see, secretly...

...I hold a bachelor's degree in **mathematics**. (📖)

I simply LOVE numbers and symmetry.

Then again, philosophers and scientists have compared mathematics to art and poetry since ancient times.

So, maybe it's been all clear from the beginning...

Anyhow, over time I started to experiment and combine both my love of food and jewelry to create tantalizing scented food accessories.

One thing lead to another... and I finally followed my dreams and decided embraced my creative side to establish Tiny Hands in 2006.

Thank you so much for your interest, and just send me a note if there's anything I can help you with!

Next, [choose your new jewelry.](#)

xoxo,

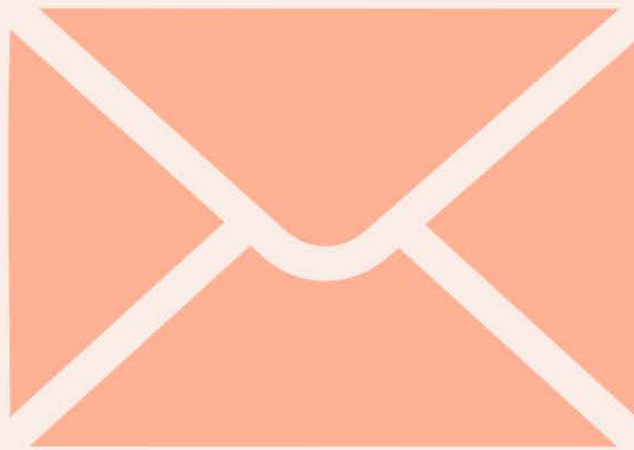
Mei



Mei Pak
Owner, Tiny Hands



Want to change how you receive these emails?



EMAIL 4

Welcome Series – Email 4: Product Story

Email Subject Line: The real secret in my food jewelry designs

When to Send: 3 days later



How do we do what we do?

Hi Mei,

You might be wondering, *just how does she do all those drool worthy pieces?* 😞

First of all, we use polymer clay for almost all of our jewelry.

Polymer clay is a pliable medium like Play-Doh that turns into a solid and hard form when baked in an oven.

You can buy these in block forms in a variety of different colors at your local craft store.

Very little skill and experience is required to make polymer clay creations, but the more detailed pieces will take more time and practice to get right.

Let me show you!

[Watch the video](#) below to see some simple techniques in polymer clay crafting.





The real secret (I guess, not so secret now!) in my food jewelry designs is...

...getting the colors right!

In fact, I spend more than 80% of the time making new designs on developing accurate color matches between the clay and the real food I am miniaturizing.

Every food jewelry here at Tiny Hands takes a minimum of 3 days to complete, from start to finish.

Yes, it is a time consuming process, and my small team and I take great care to make sure your jewelry is always perfect!

Can I start making yours? 😊

[Place your order now](#) and I'll get to work!

xoxo,

- Mei ♥

Owner, Tiny Hands

SHOP JEWELRY

FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75

HOME

SHOP BESTSELLERS

HELP

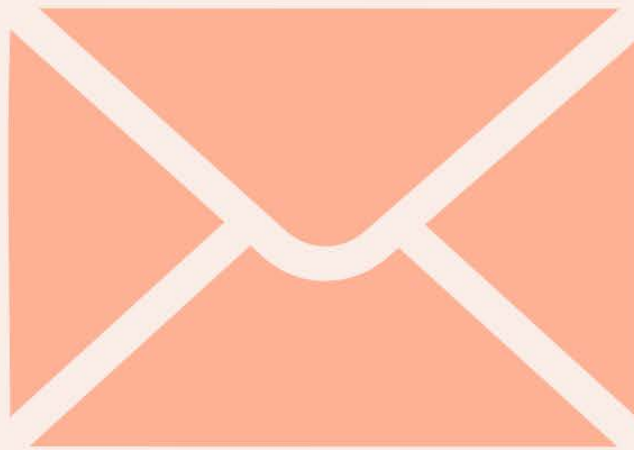
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EMAIL 5

Welcome Series – Email 5: Press Mentions

Email Subject Line: Oh my gosh. We're on TV! 🤩

When to Send: 3 days later



Are you a Parks and Recreations fan?

Did you know for Valentine's Day, Ben Wyatt gave Leslie Knope our scented waffle necklace in the show?

In other news...

Rachael Ray magazine featured our necklaces in their Breakfast edition



"Dear Mei, yesterday I received your bracelet, it's so beautiful I love it !!!!!
Thank you so much!!!! I love the message that you sent me and I really
appreciate all the love that you put in my bracelet." - Pamela, Chile



"This has to be one of my favourite purchases to date! This charm came
in the most sweetest packaging, and it smells so delectable. A+ seller and
A+ quality!" - Michelle, Canada



"This is my second item I purchased from Tiny Hands and I can't tell you
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a happy and cheery necklace that spices up any old plain blouse or tee
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Arizona



"I Love this lil' waffle! It looks so REAL! Yummy enough to eat! Thank you
for your kindness. It was a real pleasure buying from you!!!!!" - Melissa,
Seattle

SHOP FOR YOUR OWN SCENTED FOOD JEWELRY NOW

FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75

HOME

SHOP BESTSELLERS

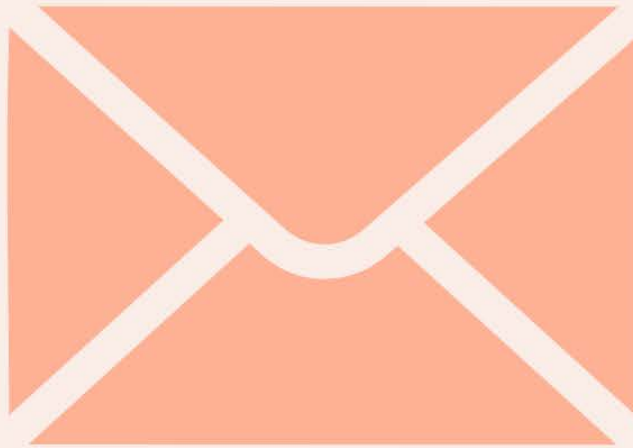
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EMAIL 6

Welcome Series – Email 6: Welcome Coupon Expires Tomorrow

Email Subject Line: You need to know this...

When to Send: 5 days later



Hi Mei,

I have to be straight with you.

There's something you need to know about Tiny Hands.

You see, our handmade food jewelry has ✨*magical abilities* ✨.

YES!

The Tiny Hands jewelry has the amazing ability to make people around you happy and bring a smile to their face. And yours. 😊

[Just try them.](#)

The delicious scents that match the cute jewelry designs will surely thrill your senses.

When you see your super cute jewelry, your heart will melt! You'll be reminded of all the good times you had with your friends.

Remember that time at IHOP? Yeah, our scented pancake necklace will make you smile!

When you smell our scented jewelry, the realistic food fragrances will bring you back to girls' night eating triple chocolate truffle ice-cream over a marathon of chick flicks.

~~~~~💋~~~~~



And *that's why* we do what we do! 💕

We believe the best feeling you can have is seeing your loved ones happy and smiling!

That's what we can do for you. 😊💕

At Tiny Hands we try our darneest to make sure you leave smiling with warm fuzzies inside.

We promise that when you receive your cute jewelry in person, your heart will be glowing!

Which jewelry I should make for you? [Let me know.](#)

xoxo,

-Mei 💜

*PS. Don't forget to use your welcome coupon – it's expiring tomorrow!*

**FREE SHIPPING!**

Enter this coupon code at checkout:

**CP582EXK9NMR**

Expires tomorrow! One per customer. US Domestic Shipping only.

**SHOP NOW**

[HOME](#)

[SHOP BESTSELLERS](#)

[HELP](#)

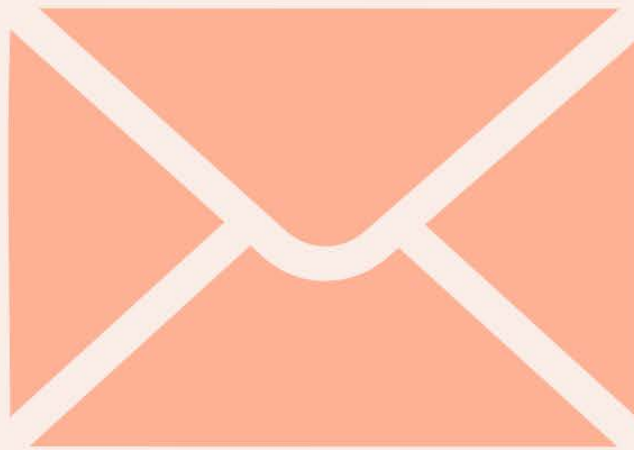
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# EMAIL 7

## Welcome Series – Email 7: Trending Products

Email Subject Line: What's trending now?

When to Send: 7 days later



### TRENDING RIGHT NOW!



Some of you were wondering what our most popular products are right now...

So here we go, enjoy! 😊

Place your order right now to get your place in the line and avoid waiting

for your new jewelry too long – orders are piling up!



**Scented Butter & Maple Syrup  
Waffle Necklace**

\$28.00

[Buy Now](#)



**Scented Strawberry Sprinkles  
Donut Ring**

\$28.00

[Buy Now](#)



**Scented Very Berry Strawberry  
Ice-Cream Necklace**

\$28.00

[Buy Now](#)



**Scented Shortcake Heart Cookie  
Earrings**

\$35.00

[Buy Now](#)

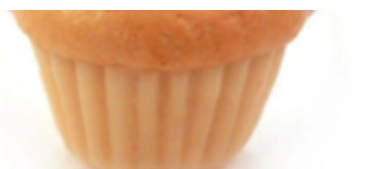




**Back To School Set: Scented  
Apple Bookmark, Scented  
Pretzel Bracelet, Scented  
Chocolate Chip Cookie Necklace**

\$59.00

[Buy Now](#)



**Scented Birthday Cupcake Ring**

\$28.00

[Buy Now](#)



**Scented Bomb Pop Necklace**

\$28.00

[Buy Now](#)



**Create Your Own Scented Charm  
Bracelet**

\$15.00

[Buy Now](#)

[BROWSE ALL PRODUCTS](#)

**FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75**

[HOME](#)

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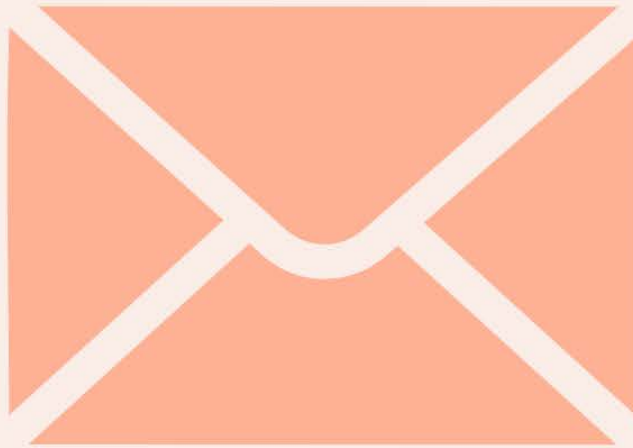
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# EMAIL 8



## Welcome Series – Email 8: 20% 48 Hour Sale

Email Subject Line: 😊 Get 20% OFF for a limited time only...

When to Send: 7 days later



⚡ **Limited Time Sale: 20% Off** ⚡

Hi Mei,

### Great news!

We're running a special promotion in the next 48 hours:

Enjoy **20% OFF** your order!

Get a gift for yourself (*you deserve it!* 😊), your bestie or for the foodie-lovin' sweetie pie in your life... 🍰

**20% OFF!**

Enter this coupon code at checkout:

WELCOME\_20p\_2d-PREVIEW

Expires tomorrow! One per customer.

[SHOP NOW](#)

**FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75**

HOME

SHOP BESTSELLERS

HELP

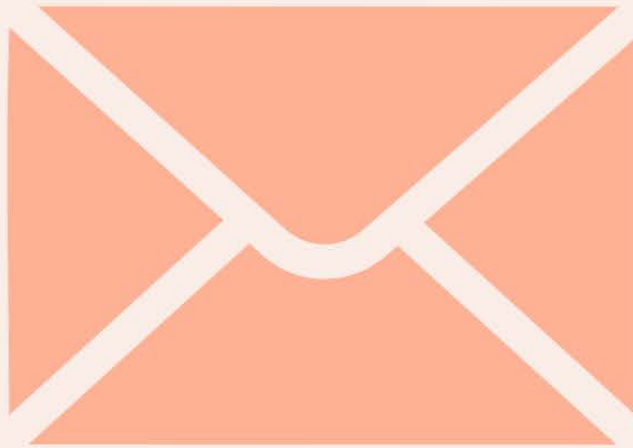
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# **EMAIL 9**

# Welcome Series – Email 9: Sale Ends Today

Email Subject Line: Oh no! Sale ends today...

When to Send: 1 day later



**✕ ENDS TODAY: GET 20% OFF ✕**

Happy Friday Mei!

Our limited time sale ends today, but you still have time to get **20% OFF** your order on our website when you use your personal coupon code below 📌

**20% OFF!**

Enter this coupon code at checkout:

WELCOME\_20p\_2d-PREVIEW

Expires today! One per customer.

**SHOP NOW**

**FREE WORLDWIDE SHIPPING ON ORDERS OVER \$75**

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