|  |  |  |  |
| --- | --- | --- | --- |
| **EMAIL NAME: [Insert Name / Title / Brand]** | | | |
| **Campaign** | [INSERT CAMPAIGN NAME] | | |
| **From Name** | Insert sender name here. | | |
| **Subject Line** | Consider using our email subject line tester: <http://coschedule.com/email-subject-line-tester> | | |
| **Design Direction** | If your email will include graphics or visual design, include notes on the direction you’d like to see. If your email will be plain text, delete this field. | | |
| **Introduction** | Write your introductory hook here … | | |
| **Body Copy** | Write your main body copy here … | | |
| **Conclusion** | Write your email conclusion here … | | |
| **Sub-Content Blocks** | Insert testimonials or other content blocks in these spaces (ex: links to related content new subscribers may find interesting). |  |  |
| **CTA Copy** | Write your call-to-action here. For help, read this blog post: <https://coschedule.com/blog/how-to-write-a-call-to-action-template/> | | |
| **CTA Button** | If your email includes a button, include your button text here. | | |

**How To Use This Template**:

* This template is intended to make it easier to write your welcome email copy and present it to your graphic designer, web developer, or client (for copy approval).
* It’s also meant to be easily editable to suit your needs. If you’d like to add more fields, right click in a cell, move cursor to Insert, and add more columns, rows, and cells as needed.
* Delete all notes before use.

