

Welcome new subscribers with a drip, not a blank stare

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

New subscribers get nothing until your next weekly send â then forget you.

Suggested stack

ESP with automations (Beehiiv/ConvertKit/Mailchimp). Primary tools: Beehiiv, ConvertKit, Zapier.

Do this

1. Write a 5-email welcome: who you are, best hit, method, case, soft offer.
2. Tag subscribers by lead magnet so later segments stay clean.
3. Pause drip if they buy â move them to customer sequence.
4. Review open rates monthly; rewrite the weakest subject line.

Operator tip

Your best existing post is email #2. Do not invent filler.

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