

This is a sample of an email to be sent when a prospect opts in to your email list on your website.

Hi <name>

It's Stephanie from **The Neigh-berhood** here. Just wanted to thank you for stopping by the website and signing up for our emails.

Over the next few weeks I'll be sending you some tips about race horse ownership and the benefits of belonging to a syndicate.

Important discussions on:

- How to choose a horse
- What are the kinds of races
- The benefits of syndication vs. single ownership
- Just what does an owner get to do
- and much more

But first you need to whitelist this email address. That's your permission for my emails to come directly to your inbox (and avoid the spam filter).

Your email provider should have some simple directions on how to do this – it usually only takes a couple of clicks – but it's very important.

Could you do that for me, please?

Great! Now keep your eyes on your inbox for my next message about horse racing syndicates.

Stephanie

PS I'm so thrilled you chose me to start you on this journey. There's nothing more exciting than seeing your horse coming down the stretch to the wire. And sharing that with friends is the best feeling in the world.