



WELCOME SERIES

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A Welcome Series is really the first email type your email subscribers should receive. This is an automated email sequence scheduled inside of your Email Service Provider. The purpose of this series is to warm your subscriber list up to you. We call it the LIKE, KNOW & TRUST factor. It is difficult to convert a stranger into a customer online. That is why having the right Welcome Series is an absolute must.

Below, we have laid out nine days of welcome emails that have been proven by hundreds of successful farms and ranches so far. Further into this document you will get a short synopsis of each email and a simple example you can apply in your business.

Day #1 - Thank You

Day #2 - Fast Win (Quick & Easy Tip for Customer)

Day #3 - Your Story

Day #4 - Social Media (Links or Content Share)

Day #5 - Recommendation (Products, Tools, Tips, Techniques, Entertainment, Ideas, etc.)

Day #6 - Testimonials (Quote, Text, Photos, Videos, Links)

Day #7 - Surprise & Delight (Go Above & Beyond Helpful Giving Info/Resource)

Day #8 - Send Link To A Content Piece (News, Blog, Article, YouTube Video, etc.)

Day #9 - Ask For Feedback For Engagement

P.S. - Make sure to include a link to an offer in every email. A low pressure pitch with a product link. The P.S. is your most valuable email real estate for this.

Example - By the way, if you enjoyed X today, then I think you will love our Y because Z. You'll see what I mean here: [LINK](#)

THE EMAILS

This is your first Welcome Series. We designed this sequence to be emailed daily. When your new email subscriber opts into your list, Day #1 should be triggered immediately. Then each day after, your subscriber should receive the next day's email, etc. We have attempted to make this as turn-key as possible. Fill in the appropriate blanks, and be sure that each email reflects your business. For example, we refer to farm-to-table meat instead of grass-finished beef. You will want to specify these things when you can and if it is appropriate. Otherwise, you should have very little need to change much before scheduling this Welcome Series.

Day #1 - Thank you

SUBJECT: can I get your “raw” opinion on this? (thank you)

Hello [Name],

Thank you for subscribing to our farm-to-table meat email list. We are excited to have you as part of our growing community and share our commitment to providing high-quality, sustainably-raised meat.

Part of our commitment to you is sharing updates on our latest offers as well as information about our farming practices and the benefits of eating locally-raised meat.

We appreciate your interest in our farm and farm-to-table products. We just love hearing from new people just like you. In fact, we would appreciate your input to learn more about your priorities when it comes to meat purchases.

Could you please let us know which of the following factors is most important to you?

- Building a relationship with a farmer you can trust
- The taste and texture of the product
- The environmental sustainability of the product
- The convenience of having meat delivered and ready for your freezer
- The health benefits and nutrient density of the meat

Your ideas will help us better understand your needs and preferences as we continue producing the highest quality product possible. Simply hit “REPLY” and I’ll be sure to read it. We appreciate your time and input.

Please don't hesitate to contact us if you have any other questions or concerns.

Your farmer,
[Your Name]
[Farm Name]

P.S.

If you would like a sneak peak at our current products, you can “meat” us right over here:
[Product Page Link]

Day #2 - Fast Win

SUBJECT: do you know what’s lurking inside your meat?

Hello [Name],

Eating locally-raised, sustainably-produced meat can be a great way to support small farms and improve the quality of your diet. However, it can sometimes be difficult to know where to find the best sources of farm-to-table meat.

Here are a few tips to help you ensure that you are purchasing from the best source of farm-to-table meats:

1. **Do your research:** Look for farms that are transparent about their farming practices and are willing to share information about their animals, land, and environment. You can often find this information on the farm's website or by contacting them directly.
2. **Visit the farm:** If possible, visit the farm where the meat is produced. This can give you a firsthand look at the animals and their living conditions, as well as the land and the farming practices being used.
3. **Talk to the farmer:** If you can't visit the farm in person, consider reaching out to the farmer directly to ask questions about their practices and get a sense of their values and commitment to sustainability.

By following these tips, you can feel confident that you are supporting farms that are committed to producing high-quality, sustainably-raised meat you can trust. And if you ever find yourself in the meat section of your local grocer, try asking a few questions about the meat's origin. If you can't get a clear answer, you may want to "steer" clear.

Your farmer,
[Your Name]
[Farm Name]

P.S. We love talking shop. If you ever have any questions about our farming principles, how our animals are raised or even some recipe ideas, you can always hit "REPLY" to our emails or get in touch here: [Link Website URL]

Day #3 - Your Story

SUBJECT: the shocking TRUTH about [Your Farm Name]

Hello [Name],

You have heard us talking about getting to know your farmer and the confidence that comes with knowing how your meat has been raised.

So today we wanted to take a moment to tell you a bit about our farm's story. We will keep it brief, but if you have any questions that we didn't cover, go ahead and hit "REPLY" and send us a message.

We are a small, family-owned farm located in [City/State/Region, etc.] that is dedicated to producing high-quality, sustainably-raised meat.

Our farm has been in operation for [Number] years, and we are proud to have built a solid reputation for producing some of the finest [Meat] in the region. We believe in treating our animals with the utmost care and respect, and we use regenerative farming practices that prioritize the health and well-being of both our animals and the land.

We are passionate about connecting people with the source of their food, and believe that by supporting small, local farms like ours, you can make a positive impact on your community and the environment.

We hope you will give us the opportunity to be your trusted source for high-quality, sustainably-raised meat that is nourishing for your health and the health of the environment.

Your farmer,
[Your Name]
[Farm Name]

P.S.

If you are ready to try some farm-fresh [Farm Name] meat for yourself, we have something you will want to see right away: [Link Product Page URL]

Day #4 - Social Media

SUBJECT: did this just break the internet? (lol)

Hello [Name],

We are always on the lookout for ways to connect with our customers to share updates about life here on the farm, product offers and even the occasional recipe ideas.

One way to stay connected with us is through social media. We have an active presence on [List Social Media Platforms], where we share updates about our farm, including new products, events, and behind-the-scenes looks at our farming practices.

To follow us on social media, simply search for our farm's name on [Platform] or click the links below:

- [Insert Social Media Links and Handles]

While early-bird product access along with our best content will be inside of our weekly newsletter, it is a bit easier to share farm moments as they are unfolding on social media.

We hope you will join us on your favorite social media platform and become a part of our online family.

Looking forward to connecting with you soon.

Your farmer,
[Your Name]
[Farm Name]

P.S.

Speaking of early-bird access, check out what we have cooking for you here at [Farm Name]. If you enjoy [Product Type], you are going to want to see this before it is too late: [Product Page URL]

Day #5 - Recommendation

SUBJECT: is meat killing people and the planet?

Hello [Name],

We often tout the health benefits of farm-to-table meats. Namely, the fact that when meat is raised how nature intended it is often more nutrient-dense. But what nutrients are naturally occurring in that higher density?

Here are some of the most common nutrients found in farm-to-table meats, along with the health benefits of each:

1. **Protein:** Protein is an essential nutrient that helps to build and repair tissues, and is necessary for the production of enzymes, hormones, and other chemicals in the body. Meat is a rich source of protein, and can help to support muscle growth and maintenance, as well as immune function.
2. **Iron:** Iron is a mineral that is essential for the production of red blood cells, which carry oxygen to the body's tissues. Meat is a good source of iron, and can help to prevent iron-deficiency anemia, a condition that can cause fatigue and weakness.
3. **Zinc:** Zinc is a mineral that is important for immune function, wound healing, taste, smell, and vision. Meat is a good source of zinc, and can help to support healthy growth and development.

4. **B Vitamins:** B vitamins are a group of water-soluble vitamins that play a role in energy metabolism, brain function, and the production of red blood cells. Meat is a good source of B vitamins, and can help to support healthy energy levels and brain function.

If you are interested in discovering how local farms can be healing for the environment as well as for the human body, we are pleased to recommend the following books on this topic:

1. **"Grazed and Confused" by Nicolette Hahn Niman** - In this book, Nicolette Hahn Niman explores the role of livestock in regenerative agriculture and the ways in which animals can be used to improve soil health and promote biodiversity. She also covers the importance of animal welfare in regenerative farming systems.
2. **"Dirt to Soil" by Gabe Brown** - This book provides an in-depth look at the principles of regenerative agriculture, with a focus on soil health and the ways in which regenerative farming practices can improve soil fertility and increase crop yields.
3. **"Sustainable Dish" by Diana Rodgers** - This cookbook, written by a registered dietitian and regenerative farmer, includes recipes and information on the health and environmental benefits of sustainably-raised meat and other whole foods. It also includes chapters on the principles of regenerative agriculture and the ways in which these practices can improve soil health and promote environmental sustainability.

We hope you will find these books to be useful resources as you learn more about the importance of proper farming practices and the essential benefits of farm-to-table meat in your daily diet.

Your farm,
[Your Name]
[Farm Name]

P.S.

Know what is better than reading about food? Eating it. We have something you are really going to like here: [Product Page URL]

Day #6 - Testimonials

SUBJECT: don't take my word for it (mmm...mmm...good...)

Hello [Name],

This week we have been discussing all of the incredible benefits of sourcing your meat directly from a local farm.

But don't just take our word for it.

Here are our favorite quotes from a few well-known farm-to-table experts:

1. "Per ounce, organic grass-finished beef is cheaper than many common foods like potato chips, red wine, name-brand cookies, popular coffee drinks, fancy donuts, and even fresh strawberries. And if we were to compare price per gram of protein, or per micronutrient, we'd see an even better value." **-Diana Rodgers**
2. "Know your food, know your farmer and know your kitchen." **-Joel Salatin**
3. "I love the idea of farm to table and farmer's markets. I enjoy a meal more if I know I'm eating something that's good quality and good for me." **-Haylie Duff**
4. "I think people are more savvy about cooking, food and dining. I notice they are looking for more value for their money - not in larger portions but more in terms of healthier, fresh, farm-to-table dishes with a nice presentation." **-Cat Cora**
5. "The shorter the chain between raw food and fork, the fresher it is and the more transparent the system is." **-Joel Salatin**
6. "We have neglected the truth that a good farmer is a craftsman of the highest order, a kind of artist." **-Wendell Berry**
7. I would like to see people more aware of where their food comes from. I would like to see small farmers empowered. I feed my daughter almost exclusively organic food. **-Anthony Bourdain**
8. "Meat is not a commodity. It's not something that should be produced in a factory. It's something that should be produced on a farm." **-Joel Salatin**

Hope you enjoyed this one as much as we enjoyed researching and writing it.

Your farmer,
[Your Name]
[Farm Name]

P.S.

If you are ready to try our incomparable farm-to-table meat, we have the perfect package waiting right here just for you: [Product Page URL]

Day #7 - Surprise & Delight

SUBJECT: how to cook the perfect steak tonight

Hello,

Everyday we are asked, "What is the best way to cook a steak? What is the best seasoning to use?" Or some variation.

To that we say, “To each their own.” However, there are a few basics we recommend to prepare the perfect meal.

Here are the step-by-step instructions for cooking a grass-fed and grass-finished steak, as well as two complimentary side dish recipes:

1. Preheat your grill or stovetop grill pan to high heat.
2. While the grill or pan is heating up, take your steak out of the refrigerator and let it come to room temperature for about 15-30 minutes. This will help the steak cook more evenly.
3. Season your steak with a generous pinch of salt and pepper on both sides. You can also add other seasonings of your choice, such as garlic powder, paprika, or Italian herbs. (A splash of worcestershire sauce never hurts either.)
4. Place the steak on the grill or pan and cook for about 4-5 minutes on each side for medium-rare or until the temperature reaches 145°F for medium-rare.
5. Once the steak is cooked, remove it from the grill or pan and let it rest for about 5-10 minutes. This will allow the juices to redistribute throughout the steak, making it more tender and flavorful.

Roasted Vegetables:

- Preheat your oven to 400°F.
- Cut your choice of vegetables (such as bell peppers, zucchini, onions and cherry tomatoes) into bite-size pieces and place them on a baking sheet.
- Drizzle with olive oil, season with salt and pepper, and toss to coat.
- Roast for about 20-25 minutes, or until the vegetables are tender and lightly caramelized.

Mashed Potatoes:

- Peel and chop 2-3 medium potatoes into small pieces.
- Place the potatoes in a pot and cover with water. Bring to a boil and cook for about 15-20 minutes, or until the potatoes are soft.
- Drain the potatoes and return them to the pot. Add 2 tablespoons of butter, 1/2 cup of milk, and a pinch of salt and pepper. Mash the potatoes with a potato masher or a fork until smooth.
- Taste and adjust the seasoning as needed. You can also add in other ingredients like chopped herbs, grated cheese, or a dollop of sour cream for added flavor.

I hope these instructions and recipes help you cook a delicious and satisfying meal! Let me know if you have any questions.

Your farmer,
[Your Name]
[Farm Name]

P.S.

If you would like to try some of our farm-to-table meat for this recipe, we have something you might find interesting right here: [Link Website URL]

Day #8 - Send Link To A Content Piece

SUBJECT: you have to watch this (yikes)

Hello [Name],

As someone who supports local, I wanted to share with you about the Big 4 meat packers and why buying meat from a farm-to-table producer can be a better option for flavor, health, and the environment.

As you may know, the Big 4 meat packers are the four largest meat processing companies in the United States. These companies have a significant market share in the industry and have been criticized for various reasons, including monopolization, poor working conditions, animal welfare concerns, and environmental impacts.

If you have ever purchased meat from a grocery store or patronized a restaurant, you have undoubtedly consumed product from one of these companies. Their tentacles are everywhere.

On the other hand, buying meat from a local farm-to-table producer can have several benefits. For one, the meat is often fresher and has a better flavor because it has not been subjected to the same kind of long-distance transportation and storage as meat from the Big 4 meat packers. Local meat is also often raised using more sustainable and humane practices, which can be better for the environment and the animals. Finally, buying local meat can also support the local economy and small businesses in your community.

Why am I telling you all of this?

Because if you are at all concerned about the quality of your meat, how it affects the economy, the environment and even your health; take a few moments to watch this: https://youtu.be/3_hCLjUrK1E

Your farmer,
[Your Name]
[Farm Name]

P.S.

To avoid consuming product from these meat packers, be sure to check out what we have ready to ship out to your door today: [Product Page URL]

Day #9 - Ask For Feedback For Engagement

Hello [Name],

We hope this email finds you well. At our farm, we are dedicated to providing high quality, farm-to-table meat products that are raised with care and sustainability in mind.

We are always looking for ways to improve and better serve our customers, and we would love to know more about what kind of meat products you are most interested in currently.

Do you have a preference for certain types of meat, such as chicken, beef, pork, or lamb? Are there any specific cuts or types of products that you are particularly interested in?

Additionally, is there anything else that our farm can do to better meet your needs and preferences? For example, do you have any dietary restrictions or preferences that we should be aware of?

Your feedback is greatly appreciated, and we look forward to continuing to provide you with the best farm-to-table meat products possible.

Thank you for your continued support of our farm.

Your farmer,
[Your Name]
[Farm Name]

P.S.

If you are looking to fill your freezer with the best pasture-raised meat, you will want to check this out before it is all gone: [Product Page URL]