

FREE TEMPLATES FOR SAAS FOUNDERS

The Anti-Ghosting Onboarding Email Kit

3 fill-in-the-blank emails that pull sign-ups back before they disappear

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Most SaaS sign-ups end in ghosting. Someone clicks the button, pokes around for five minutes, closes the tab, and never comes back. The issue is rarely the product. It is what happens, or does not happen, in the inbox after sign-up.

The rules before you write a word

- **One email, one job, one CTA.** Never a feature dump.
- **Plain text wins.** Emails that look like they came from a person outperform polished HTML.
- **No discount on Day 1,** before the user has experienced any value.
- **Never three emails in the first 24 hours;** that trains people to ignore you.
- **Sign with a real first name** and invite replies.

Email 1 · The Welcome (Day 0, sent immediately)

One job: confirm that signing up was a good idea and give one clear next step. Under 150 words.

Subject: You are in. Here is your first step.

Hi [First name],

Most people who sign up for [Product] are dealing with
[the specific frustration your ICP has, in their words].

Here is the one thing that gets results fastest:
[direct link to the single action that leads to the first win].

Takes about [X] minutes.

Reply if you get stuck. I read every answer.

[Your first name]

Fill-in guide: the frustration line comes from your ICP research or competitor reviews, worded the way customers word it. The link goes to the exact action, never to your homepage.

Email 2 • The Activation Nudge (Day 1-2, only if no key action yet)

This is the email most founders skip, and it is often the most important one. Tone: helpful, never chasing. The “here is what other users do first” frame removes the blank-page feeling and creates momentum through social proof.

Subject: The first thing most [Product] users do

Hi [First name],

Quick one. Most people who get value from [Product] start with the same step: [key action].

It usually takes [X] minutes, and it is the fastest way to see [the outcome they signed up for].

Here is the direct link: [deep link to the action]

If something is unclear, just hit reply.

[Your first name]

Email 3 • The Honest Check-In (Day 5-7, only if still inactive)

By Day 7 an inactive user is mentally moving on. This email surfaces the real blocker before it becomes a silent cancellation. It also catches the highest-churn-risk group: people who hesitated about fit and converted anyway.

Subject: Should I close your file?

Hi [First name],

You signed up for [Product] about a week ago, and it looks like you did not get the chance to [key action].

That usually means one of three things:

1. You got busy (happens to everyone)
2. Something in the setup was confusing
3. [Product] turned out to be different from what you needed

If it is 1 or 2, this link takes you straight back:
[deep link]

If it is 3, I would genuinely like to know what you were looking for. One sentence is enough, and it helps me make this better.

[Your first name]

How to measure the sequence

METRIC	WHAT IT TELLS YOU	FIX IF WEAK
Open rate by email position	Where you lose people	Subject line or send timing; B2B audiences open on weekdays, working hours
CTR on the primary CTA	Whether the copy connects	Rewrite in benefit language, the reader's life after the product
Reply rate on the check-in	Whether it feels human	Shorten, remove images, sharpen the 3-option list
Activation rate before vs. after	The number that connects to churn	Change one email at a time and measure

Start with Email 1 today. Add Email 2 next week, Email 3 the week after. You do not need a perfect sequence on day one. You need something better than silence.

Sign-ups activating but revenue still leaking?

The SaaS Growth Audit reviews your full funnel from positioning to retention and delivers a prioritised action plan in 5 business days. \$500 flat rate.

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