

Spec sample created by Shivraj Writes to demonstrate craft and structure. "Flowscribe" is a fictional SaaS product created for this sample. Not a paid client project.

Welcome Flow: Trial Signup → Activation

Goal: get a new Flowscribe trial user to their first "aha" moment (their first automated workflow running) within 72 hours, and warm them toward upgrading before the trial ends.

EMAIL 1 — Sent immediately on signup

Subject: You're in. Here's the fastest way to your first win

Hey {{first_name}},

You just signed up for Flowscribe — nice. Most people waste their first day poking around the dashboard. Let's skip that.

Here's the one thing to do right now: build your first workflow. It takes about 4 minutes, and it's the difference between "trying a tool" and "actually seeing it work."

[Build your first workflow →]

Once it's running, I'll show you the shortcut our best customers use to save 5+ hours a week.

Talk soon,
The Flowscribe team

EMAIL 2 — Sent 24 hours after signup (if workflow not yet created)

Subject: The 4-minute setup you skipped

Hey {{first_name}},

Quick nudge — you haven't built your first workflow yet, and your trial clock is already ticking.

Here's why this matters: teams who build a workflow in their first 48 hours are 3x more likely to stick with Flowscribe past the trial. Not because the tool changes — because they actually felt the time saved.

Pick any repetitive task you do weekly (reporting, follow-ups, data syncing) and let's automate just that one thing.

[Finish your setup →]

— The Flowscribe team

P.S. Reply to this email if you're stuck — a real person reads these, not a bot.

EMAIL 3 — Sent on day 5 (trial ends day 7)

Subject: 2 days left — here's what you'd lose

Hey {{first_name}},

Your trial wraps up in 2 days. Since you've been running workflows this week, here's a quick look at what you've already automated:

- {{workflow_count}} workflows built
- Roughly {{time_saved}} hours saved this week alone

That number only grows from here — but it resets to zero if your account reverts to the free tier, which caps you at 1 active workflow.

Lock in your setup before it's paused:

[Upgrade and keep everything running →]

No pressure if now isn't right — but I'd hate for you to lose momentum you already built.

— The Flowscribe team

Copywriter's note: Email 1 drives immediate activation, Email 2 uses a behavioral trigger (conditional send) and social proof stat, Email 3 uses personalized usage data and loss-aversion framing to convert trial → paid — without discounting.