

# Welcome Email Flow Template — 2026

*5 emails over 10 days · with a finished Forvendo reference sequence*

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## What is inside

Five emails over ten days, in two formats per email:

1. Forvendo example — a finished reference version. Light green background.
2. Template — the same email with [BRACKETED\_PLACEHOLDERS] in place of the specifics, ready to customize for your store. Cream background.

Reading the example side shows what a finished email reads like. Filling the template side gives you a five-email welcome flow tailored to your store, ready to paste into Shopify Email, Kit, or Klaviyo.

## How to use it

1. Open your email tool: Shopify Email, Kit, or Klaviyo.
2. Create a new sequence with five emails.
3. For each email, copy the template Subject, Preview text, and Body from this PDF (or the matching .txt source on the Free Resources page).
4. Replace every [BRACKETED\_PLACEHOLDER] with your store's specifics.
5. Set the delays exactly: 0 days, +2 days, +2 days, +3 days, +3 days. Total span: 10 days.
6. Send a test of each email to yourself before activating the sequence.
7. Connect the trigger to your subscription form.

## Three-tier tool reference

Tier 1 (early list): Shopify Email — free up to 10,000 email sends/month, then usage-based pricing.

Tier 2 (growing creator-style list): Kit Creator — starts around \$33/month on annual billing; pricing scales by subscriber count.

Tier 3 (larger segmented ecommerce list): Klaviyo Email — paid plans scale by contact count and channel usage; check current pricing before migrating.

Full framework: [forvendo.com/operations/kit-vs-klaviyo-welcome-email-flow/](https://forvendo.com/operations/kit-vs-klaviyo-welcome-email-flow/)

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## Email 1

Send: Immediately (0 days)

### FORVENDO EXAMPLE — a finished version for reference

#### SUBJECT

**Welcome to Forvendo — here's what to expect**

#### PREVIEW

A practical newsletter for solo Shopify operators. No hype, no fluff.

#### BODY

Welcome.

You signed up for Forvendo. Two short notes before anything else.

Who this is for. A solo Shopify operator running a \$5,000-\$50,000/month store, often around a full-time job, with limited time and no team.

What you will get. A new article roughly every two weeks. Each one is built around a single operating decision with a checklist, table, or template you can copy. No '10 hacks for explosive growth.' No hype.

Start here. Three articles cover the most common questions: Multi-State Sales Tax 2026, 1099-K Reconciliation, Solo Shopify Weekly Operating Checklist.

Reply to this email if you ever want to suggest a topic. I read every reply.

Read the full companion article:

[forvendo.com/operations/start-here/](https://forvendo.com/operations/start-here/)

### TEMPLATE — replace [BRACKETED] placeholders for your store

#### SUBJECT

**[STORE\_NAME] — welcome and what to expect**

#### PREVIEW

[ONE\_LINE\_VALUE\_PROMISE]

#### BODY

Welcome.

You signed up for [STORE\_NAME]. Two notes before anything else.

Who this is for. [DESCRIBE\_YOUR\_READER].

What you will get. [DESCRIBE\_CADENCE]. No hype.

Start here. [LIST\_2\_TO\_3\_BEST\_ARTICLES].

Reply to this email if you ever want to suggest a topic.

— [OPERATOR\_NAME]

[STORE\_URL]

Read the full companion article:

[LINK\_TO\_RELATED\_ARTICLE]

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## Email 2

Send: Day 2 (+2 days after Email 1)

### FORVENDO EXAMPLE — a finished version for reference

#### SUBJECT

**Why your 1099-K does not match your bank deposits**

#### PREVIEW

The gap is structural. Here is the 5-line model that explains it.

#### BODY

If you accept payments through Shopify Payments, the 1099-K you receive in January generally does not match your Shopify revenue dashboard, your bank deposits, or your taxable income for the same year.

That gap is not an error. It is structural.

The 5-line reconciliation model:

1. Refunds — original charges stay on the 1099-K; revenue side excludes them.
2. Chargebacks — funds removed from your account; transaction still counts on 1099-K.
3. Processing fees — deducted from payouts but reported on the gross 1099-K.
4. Shipping income — pass-through to carriers, not seller revenue.
5. Sales tax collected — pass-through liability, not income.

For a typical \$238K solo store on Shopify Payments, those five lines explain \$30K-\$45K of the gap between Box 1a and net revenue.

Read the full companion article:

[forvendo.com/operations/1099-k-reconciliation/](https://forvendo.com/operations/1099-k-reconciliation/)

### TEMPLATE — replace [BRACKETED] placeholders for your store

#### SUBJECT

**[SPECIFIC\_PAIN\_OR\_TOPIC\_THE\_READER\_CARES\_ABOUT]**

#### PREVIEW

[ONE\_LINE\_PROMISE\_OF\_VALUE]

#### BODY

[OPEN\_WITH\_A\_CONCRETE\_NUMBER\_OR\_FACT].

That gap is not an error. It is structural.

The [N]-step model:

1. [STEP\_1] — [DESCRIPTION]
2. [STEP\_2] — [DESCRIPTION]
3. [STEP\_3] — [DESCRIPTION]
4. [STEP\_4] — [DESCRIPTION]
5. [STEP\_5] — [DESCRIPTION]

[ONE\_CONCRETE\_EXAMPLE\_WITH\_NUMBERS].

— [OPERATOR\_NAME]

Read the full companion article:

[LINK\_TO\_RELATED\_ARTICLE]

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## Email 3

Send: Day 4 (+2 days after Email 2)

### FORVENDO EXAMPLE — a finished version for reference

#### SUBJECT

**A free spreadsheet — multi-state nexus tracker**

#### PREVIEW

Track which states you may need to register in or deregister from.

#### BODY

If you sell on Shopify into more than one US state, you have a quiet multi-state sales tax obligation that compounds over time.

Two facts that make 2026 unusual:

- 16 US states no longer use a 200-transaction threshold for economic nexus.
- Kentucky removes its 200-transaction threshold on August 1, 2026 (HB 757).

If any of your old state registrations were triggered only by transaction count and not revenue, they may now be candidates for closure.

The free Sales Tax Nexus Tracker is on the Free Resources page — one row per state, current 2026 thresholds, auto-flag for OVER REVENUE / OVER TX / WATCH / OK.

Companion articles: Multi-State Sales Tax 2026, Sales Tax Deregistration Workflow.

Read the full companion article:

[forvendo.com/operations/multi-state-sales-tax-nexus-tracker/](https://forvendo.com/operations/multi-state-sales-tax-nexus-tracker/)

### TEMPLATE — replace [BRACKETED] placeholders for your store

#### SUBJECT

**A free [RESOURCE\_TYPE] — [ONE\_LINE]**

#### PREVIEW

[BENEFIT\_TO\_READER]

#### BODY

If you [READER\_SITUATION], you have a [QUIET\_PROBLEM\_THAT\_COMPOUNDS].

Two facts that make [CURRENT\_YEAR] unusual:

- [FACT\_1\_WITH\_CONCRETE\_NUMBER]
- [FACT\_2\_WITH\_CONCRETE\_NUMBER]

If [CONDITION], you may be a candidate for [SPECIFIC\_ACTION].

The free [RESOURCE\_TYPE] is on [WHERE\_TO\_GET\_IT].

— [OPERATOR\_NAME]

Read the full companion article:

[LINK\_TO\_RELATED\_ARTICLE]

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## Email 4

Send: Day 7 (+3 days after Email 3)

### FORVENDO EXAMPLE — a finished version for reference

#### SUBJECT

**The 30-minute weekly check that prevents most operational fires**

#### PREVIEW

A five-block cadence, same day each week, under thirty minutes.

#### BODY

Most operational problems on a \$5K-\$50K MRR Shopify store do not announce themselves. They accumulate quietly between Tuesday and Thursday and become a Sunday-night fire.

A 30-minute weekly check, run the same day each week, catches many recurring issues before they become urgent. Five blocks:

1. Orders and fulfillment (6 min) — yesterday's orders, fulfillment status, stuck shipments.
2. Refunds and chargebacks (5 min) — refund queue, dispute deadlines.
3. Inventory and restock (6 min) — stock thresholds, restock POs.
4. Customer signals (8 min) — top support tickets, recent reviews.
5. Numbers and next week (5 min) — revenue vs last week, top issue to fix.

Same time, same day, every week. The cadence matters more than the time of day.

Full version + printable PDF: [forvendo.com/operations/solo-shopify-weekly-operating-checklist/](https://forvendo.com/operations/solo-shopify-weekly-operating-checklist/)

— Forvendo Editorial

### TEMPLATE — replace [BRACKETED] placeholders for your store

#### SUBJECT

**[SHORT\_OPERATING\_TIP\_OR\_FRAMEWORK]**

#### PREVIEW

[ONE\_LINE\_OUTCOME]

#### BODY

Most [TYPE\_OF\_PROBLEM] in [READER\_CONTEXT] do not announce themselves.

A [SHORT\_TIME] [RITUAL], run [FREQUENCY], catches many recurring issues before they become urgent. [N] blocks:

1. [BLOCK\_1] ([TIME]) — [FOCUS]
2. [BLOCK\_2] ([TIME]) — [FOCUS]
3. [BLOCK\_3] ([TIME]) — [FOCUS]
4. [BLOCK\_4] ([TIME]) — [FOCUS]
5. [BLOCK\_5] ([TIME]) — [FOCUS]

Full version: [LINK\_TO\_FULL\_ARTICLE].

— [OPERATOR\_NAME]

Read the full companion article:

[LINK\_TO\_RELATED\_ARTICLE]

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## Email 5

Send: Day 10 (+3 days after Email 4)

### FORVENDO EXAMPLE — a finished version for reference

#### SUBJECT

**What would you want me to write next?**

#### PREVIEW

A real question, not a marketing trick. I read every reply.

#### BODY

You have been on the Forvendo list for a week and a half. Four emails sent, four short. Hopefully one of them made one operating task easier.

This last email of the welcome sequence asks a direct question: what would you want me to write next?

The Forvendo cadence is one new article every two weeks. The next four topics on the list:

- Refund and chargeback SOP for solo Shopify operators
- Welcome email flow comparison: Kit vs Klaviyo
- W-9 and TIN reconciliation for Shopify Payments
- A Shopify app stack audit (2026 update)

If any one of those would be more useful sooner, reply and tell me. Replies inform the calendar.

After this email, you will get one new article roughly every two weeks.

Read the full companion article:  
[forvendo.com/operations/content-calendar/](https://forvendo.com/operations/content-calendar/)

### TEMPLATE — replace [BRACKETED] placeholders for your store

#### SUBJECT

**What would you want me to write next?**

#### PREVIEW

A real question, not a marketing trick. I read every reply.

#### BODY

You have been on the [STORE\_NAME] list for a week and a half.

This last email of the welcome sequence asks a direct question: what would you want me to write next?

The next [N] topics on the list are:

- [PLANNED\_TOPIC\_1]
- [PLANNED\_TOPIC\_2]
- [PLANNED\_TOPIC\_3]
- [PLANNED\_TOPIC\_4]

Reply and tell me which sounds most useful. Replies inform the calendar.

— [OPERATOR\_NAME]

Read the full companion article:  
[\[LINK\\_TO\\_RELATED\\_ARTICLE\]](#)

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## Migration and operating notes

### **Authenticate the sending domain before activating.**

DKIM, SPF, and DMARC should pass for the From address you use. Sender reputation and deliverability can degrade quickly without this.

### **Send a test of every email to yourself.**

What looks fine in the editor sometimes renders differently in Gmail Promotions or the iOS inbox preview. Each test catches at least one issue.

### **Migrate platforms in February or July.**

Not in the run-up to Black Friday or during a launch. The migration time + relearning cost is real.

### **Keep this template for the next list.**

The five-email structure stays the same even if the platform changes. Re-using the template across tools cuts migration time by half.

## Pre-launch checklist

- All five emails composed in the email tool
- Delays set: 0d / +2d / +2d / +3d / +3d
- Trigger connected to subscription form
- Sending domain authenticated (DKIM/SPF/DMARC)
- Test of all five emails received in your inbox
- Links in each email click through correctly
- Footer unsubscribe link present and tested

Note: This template is operational guidance, not tax, legal, accounting, or deliverability advice. Sales tax, 1099-K, email compliance, and sender authentication rules can change. Confirm state-specific obligations, tax treatment, and compliance decisions with a qualified CPA, attorney, email deliverability specialist, or the relevant platform documentation before making changes.

Full framework: [forvendo.com/operations/kit-vs-klaviyo-welcome-email-flow/](https://forvendo.com/operations/kit-vs-klaviyo-welcome-email-flow/)