



COMMUNICATION TEMPLATES

Client welcome email template

A warm, structured welcome email template that explains what happens next, who owns what, and how a new client can get moving quickly.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

A new client has signed and needs a clear first message.

WORK THROUGH THE CHECKLIST

- ☐ 01 **Confirm the welcome and outcome**

- ☐ 02 **Introduce the working team**

- ☐ 03 **State the first timeline**

- ☐ 04 **Link the intake or project home**

- ☐ 05 **Name the next client action**

- ☐ 06 **Set the kickoff expectation**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.