LoftyBiz Free Welcome Message Template

Companion download for LoftyBiz 141 — Free Online Groups That Turn Members Into Customers

A free group is a path, not just a place to chat. Name it after the result your members want. Send all your traffic to that one group. Welcome every new member personally and give them a short "start here" series. Run one weekly session that teaches first and invites softly at the end. Then invite engaged members to a personal call, and keep a monthly count of members, calls and customers.

1. Name the group after the result

Read the name and ask whether a stranger would know the result it offers. A friendly name that promises nothing will attract the wrong people. A result name attracts the people with the problem you solve.

Draft	Your notes
Current group name (if you have one)	
The result a new member wants	
Result-focused name you will use	

2. Welcome message (send within a day, not a pitch)

In the video, Thandiwe wrote: "Welcome, what's your puppy's name, and what's the hardest part right now?" Adapt that shape to your work: welcome them, ask one specific question about their situation, and do not sell in the first message.

Line	Your wording
Welcome + their name if you have it	
One question about the hardest part right now	
Point them to the pinned "start here" post	

3. Pin a "start here" post

Give new members a short path: a few short lessons, each ending with one small task. Thandiwe used five short videos, each under ten minutes: crate training, the first walk, biting, the first night alone, and how to choose a trainer.

#	Short lesson topic	The one small task at the end
1		
2		
3		
4		
5		

4. Weekly session and a soft invitation

Run one weekly value session that teaches first. End with a soft invitation, such as Bartholomew's: if you want help applying this to your business, reply "plan" and I'll message you. Then send engaged members a personal invitation to a short call. Listen first, give one useful tip, and only then explain your programme if it fitted.

This week	Your notes
Session day, time and one topic	

Soft invitation wording	
Five members to invite to a short call	

5. Keep a monthly count

Judge the group by how many members become customers, not by how busy it looks. Count new members, calls booked and new customers.

Month	New members	Calls booked	New customers

Worked example: Thandiwe, Boise (USA)

Thandiwe runs a dog training business in Boise. Three trainers, and about twenty-six thousand dollars a month, mostly from a six-week puppy programme priced at about four hundred and fifty dollars. She named the group "Calm Puppy in Thirty Days", sent all her traffic there, welcomed every new member within a day, pinned five short videos, ran a free thirty-minute live session every Thursday, and invited engaged members to a free fifteen-minute call. In her example, after four months the group had about eight hundred members. Around forty calls a month were booked, and about one in three became a programme customer. These are examples, not promises.

Worked example: Bartholomew, Fargo (USA)

Bartholomew runs a coaching business in Fargo for owners of small cleaning companies, with a monthly programme at about three hundred dollars. His group grew to over two thousand members, but only seven became customers in a quarter, and he spent around ten hours a week in the group. He renamed it "Book Your Cleaning Schedule Full", replaced daily posting with one weekly value session and a soft invite, followed up personally, added a weekly welcome call, and asked two long-time members to become volunteer hosts. In his example, over the next six months, new programme customers from the group went from about seven a quarter to about twenty-five, and his time in the group fell to about four hours a week. These are examples, not promises.

Keep the routine where the team can find it

Save your welcome message, weekly session plan and invitation steps as SOPs in Systex, our own product. You can find Systex at loftybiz.net. Click the link in the description.

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises. Fees and counts in the video are rough examples, not targets or forecasts.