TrackBear Welcome Email Overview [SPEC]

Introduction: Thank you for checking out this SPEC Welcome Email I drafted, inspired by the word tracking app, TrackBear.

Client: THIS IS SPEC, THERE IS NOT CLIENT. HOWEVER, here is an overview of the product. TrackBear is an intuitive but simple word-tracking app that helps authors set writing goals, track progress, and analyze their writing habits.

What to expect: I like supplying some of my portfolio samples in this Google Doc format because *this* is what my copy docs look like when I deliver them to *you* for review! This gives you a clear picture of *exactly* how I format and develop projects when we collaborate.

Target Audience: New and veteran authors and writers looking for a way to track their writing habits and set writing goals

Tone: Motivating, inspiring, friendly

Goal: Welcome new subscribers to the community, and build a foundation for a lasting and engaging relationship.

PLEASE NOTE: THIS IS SPEC WORK. IT IS NOT REAL. TRACKBEAR IS NOT AFFILIATED AT ALL WITH THIS SPEC WORK. THIS IS SIMPLY A CONCEPT PIECE CREATED FROM MY IMAGINATION TO DEMONSTRATE HOW I WOULD DRAFT A SCRIPT FOR THIS CLIENT.

Did I mention this was SPEC work?

Click here to message me if you have any questions about this piece!

TrackBear Welcome Email [SPEC]

Subject Line A: Welcome to TrackBear–here's your link!

Subject Line B: Time to create your first project in TrackBear, [Name]

Welcome to TrackBear [Name],

[Click here to confirm your subscription](#) and check out your new creative dashboard.

Trying to write a story (no matter the word count) is a "*hero's journey*" in itself. Full of ups, downs—even the occasional goblin horde stealing every last *drop* of your inspiration (and sometimes your secret snack stash.)

Writing challenges and spreadsheets are great motivators, but developing an effective and consistent writing routine is what matters most–not just *tracking* word counts.

And to achieve that, you need:

- Crystal-clear insight into your habits

- Ways to curate a community of support and accountability

- Means to nurture your motivation and focus

- Something that **sparks** that excitement to get writing each day

***That* is why word tracking is *just* the *tip* of the (very fuzzy) TrackBear iceberg!**

TrackBear was built to be a user-friendly, independent resource for authors to track story development, regardless of the writing challenges, communities, or platforms they participate in.

And it all started with one spreadsheet...

[You can read the full TrackBear story here!](#)

Getting started with TrackBear...

[Check out the Getting Started Guide](#), which walks you through creating your first project.

When you're done with customizing your project, we'd love to have you in our community, so don't forget to [create a public profile to share your projects and goals!](#)

Please don't hesitate to reach out if you have any questions, we're always here to help!

Thanks again, and welcome to the TrackBear community!