

What are the Big Think+ onboarding emails?

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This article explains the five-email onboarding series Big Think+ sends to new learners during their first month, what each email covers, and when it arrives.

What is the onboarding series?

The onboarding series is a set of five emails that welcomes each new learner and helps them build a habit in their first 30 days. It starts with a welcome from Meghan Phillips, Vice President and General Manager of Big Think+, and then walks learners through popular content, our experts, helpful features, and ways to learn with their team.

Each learner receives the series once. It runs on its own for every new person who joins, so learners who join months after your launch get the same guided start as your first group.

When does it start?

The series starts after a learner activates their Big Think+ account:

- **Invited learners:** after they accept their invitation and set up their account.
- **SSO learners:** after their first sign-in through your single sign-on.

The first email arrives 2 days after activation. If a learner never accepts their invitation, the series doesn't start, so it's worth checking for pending invitations in User Management.

What's in each email?

Day	Subject line	What it covers
Day 2	Welcome to Big Think+	A welcome from Meghan Phillips, what to expect over the next four weeks, and three of her favorite Expert Classes to start with.
Day 5	What We're Watching	Some of our most popular Expert Classes, from experts like Adam Grant, Amy Edmondson, and Daniel Goleman.
Day 10	Meet Our Experts	Featured experts across Fortune 500 executives, actors and media personalities, academic thought leaders, and best-selling authors.
Day 20	Get the Most Out of Big Think+	Tips for using curations, personalized recommendations, longer-form Courses, and Learner Guide prompts.
Day 30	Stronger Teams Start Here	Ideas for learning as a team, team favorites, and how to use Discussion Guides to lead conversations.

Featured content in these emails may be updated over time as we refresh our recommendations.

What does it look like?

Here's the first email in the series, "Welcome to Big Think+":

From: Big Think+ <hello@app.bigthink.com>

Subject: Welcome to Big Think+

Welcome to **BIG THINK +**

Hi, I'm Meghan Phillips, VP of Big Think+. Welcome to the world's largest library of leadership training from Fortune 500 CEOs, best-selling authors, Ivy League academics, and award-winning actors. At Big Think+, we distill expert insights from theory to practice for emerging and established leaders like you.

Over the next four weeks, we'll guide you through how to use Big Think+ to become a better leader.

Here's what you can expect to see:

- Popular content
- Top experts
- Features to help you get started
- Tips for team learning

For now, I'll leave you with some of my personal favorites below.

Meghan Phillips

Vice President & General Manager, Big Think+

P.S. Add us to your primary inbox so you don't miss out on expert insights!

Start learning



Achieving Remarkable Things

with John Amaechi

Former NBA player John Amaechi shares lessons on high performance from his own journey from British bookworm to NBA player to organizational psychologist.

Who sends it?

Every email in the series comes from **Big Think+ <hello@app.bigthink.com>** and includes a

Help Center link and an unsubscribe link in the footer.

How do I turn it on?

Contact your Partner Success manager or email partnerservices@bigthink.com. The onboarding series is a great fit to turn on before a launch, so your first wave of learners gets it from day one. See [How do I turn on Big Think+ emails for my learners?](#) for the full checklist.

Related articles

- [What emails does Big Think+ send to learners?](#)
 - [What are Expert Class release emails?](#)
 - [What are Staff Picks emails?](#)
 - [Big Think+ learner emails: frequently asked questions](#)
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