



Email Templates

Personalise every email so it's relevant to both the individual and their role, the customer's business and the content or resource they accessed.



Remember to make it about THEM not you!
Keep it snappy > what's their CTA?

Opening examples:

- Find common ground
- Congratulate them
- Boost their mission
- Provide immediate value
- Offer help
- Compliment them
- Problem solver
- Case Study: Use the power of peer influence to highlight a similar company/customer, and show how your solution made a difference.

First Email

Thanks for getting in touch regarding **{INSERT CONVERSATION TOPIC}**

Hi **{insert name}**,

Your **E.g. I noticed you downloaded our e-book on "Buying equipment? Why it pays to get it right the first time"** inquiry came through and I wanted to get in touch to see if I can offer any assistance.

Are you available for me to call you at **{example: 2pm this Thursday?}**, or if you prefer my booking link is right here! **{INSERT MEETING LINK}**.

First Follow Up

Hi **{insert name}**,

To make things easy, you are welcome to give me a call on **{INSERT PHONE NUMBER}** for a quick chat about **{insert topics}**, or you can use this **{This Link - INSERT MEETING LINK}** to book a time that suits your schedule.

Second Follow Up

Hi **{insert name}**,

Please forgive my persistence, hoping you would have a moment to connect briefly about **{insert the topics mentioned in first email}**.

You can use this **{This Link - INSERT MEETING LINK}** to book a time that suits your schedule, also feel free to give me a call on this line at any time: **{INSERT PHONE NUMBER}**

If right now this is not something you're interested in, feel free to let me know and we can pick up this conversation in the future when you're ready.