

# Templates for the Taking

27 EMAIL TEMPLATES YOU CAN USE RIGHT NOW



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## There's nothing wrong with using email templates.

Templates are a great way to break that email writer's block so you can quickly setup your campaign. Think about it—you decide to take on email marketing campaign strategy, copywriting, and execution all on your own—and immediately you think of yourself putting on another pot of coffee and working through the night while the rest of the house is asleep.

**Why not grab some free templates?** Done and done.

That's why we're hooking you up with these templates, and also a little bit of strategy.

You can make some decent bank by blasting your list with a sales offer or a great new product release notice—or even one of those clever umbrella-sale-on-a-rainy-day blasts. These are all great (and we've got some of those in here, because they work).

Email can do a lot more for your business, though. It can contribute to your relationship to your customers and prospects. It can be a way for you to create a journey that feels personal and drives more business to your website.

But you're here for templates, so let's get right to them and we'll mix the strategy right in.

We've separated the blast emails from the campaign emails so you can jump right to the ones you're looking for. Or read through them all to inspire you.



## As you customize your templates, keep these tips in mind:



In each email, include a specific call-to-action (CTA) that outlines what you'd like the recipient to do. To avoid confusion, choose only one CTA per email.



To avoid your emails being marked as spam, be sure you have permission to contact recipients before adding them to a series of automated emails.



Your email is just one of dozens—maybe hundreds—your customers and prospects will receive that day. Keep it direct and short (around one hundred words).



Finally, if you'd like to take a closer look at ways to improve your copywriting, check out our e-book: **"The Small Business Guide to Writing Copy That Converts."**



## Flash sale announcement

**Why it works:** The flash sale, aka limited time offer, is the basic email marketing blast that has a long track record of success. We've included a few template options you can try.

## Flash Sale Option 1

## Templates for the Taking: 27 Email Templates You Can Use Right Now

2

## Flash Sale Option 2

To

Cc

Tired of **[pain point]**? We'll give you **[percent off, or reduced price]** to fix it!

  | B I U A       

Hi **[first name]**,

We're thrilled to have the chance to help you **[solve your pain point faster/cheaper/easier]**. And for a limited time, we're offering **[product/service name]** for **[great low price or super discount]**!

If you're tired of **[call out pain]**, you've got to take advantage of this offer right now.

Our customers who have purchased **[product name]** are saying things like this:

**"[Enter a customer testimonial that shares how a problem they may be facing was solved by your product]"**

We'd love for you to have an experience just like that! Our promotion ends on **[date]**, so don't miss out on this limited time offer!

3

## Flash Sale Option 3

To

Cc

You've got until **[day of the week]** to get **[percent off, or reduced price]**!

  | B I U A       

Hi **[first name]**,

That's right! We're offering **[product/service name]** for **[great low price or super discount]**!

Our customers have been raving about us, here's what some are saying:

**[Insert 2 or 3 customer reviews]**

Hurry! You've got until **[day of the week]** to get **[percent off, or reduced price]**  
**[product/service name]**!



## 4 Sync your email and social channels

**When to send it:** Use this email to encourage your email list to connect with you on your social channels. Limit this blast to no more than twice a year. This campaign targets one social channel at a time.

**Why it works:** This is a great way to widen your reach across channels. You can offer exclusive discounts or insights via social that your email subscribers won't get.











To

Cc

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Have you seen our **[social channel]**?

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| B I U A        

Hi **[first name]**,

Just dropping you a line to invite you to check out our **[social channel]** **[link to social channel]**. We've got an ever-growing fan base on social, and we want you to be a part of it!

Follow us, and you'll get **[benefits they'll get from social, such as special insider discounts and deals, direct access to individuals in your company, tips and tricks only shared on that channel, etc. A bulleted list with a few items looks impressive]**

We want you to be part of the conversation! Don't miss out!

**[link to social channel]**

## 5 Subscriber-only special offer










**When to send it:** Use this between major promotion offers, and limit the announcement only to your subscriber list.

**Why it works:** Everyone likes that feeling of being on “the inside.” When you create exclusivity, your list is more likely to respond. It also reinforces the special value they get for being on your list.

To

Cc

Invitation for subscribers only



| B I U A A<sup>2</sup>       

Hi **[first name]**,

Because you're a subscriber, we've got a private perk just for you!

From now through **[end date of offer]**, you can get **[promotion item/discount]**.

Start shopping now, before this exclusive offer is over! **[Link to product pages]**

Just use offer code **[insert offer code]** at checkout.

Remember, this offer is for subscribers only, so you find details on our website.

You must use this special offer code to qualify!

## 6 Apology for sending the wrong email










**When to send it:** It happens to everyone—you accidentally hit send before you were finished with the email, or you blasted out the wrong one altogether. Most often, that kind of mistake isn't disastrous, and a quick apology will go a long way. Keep this handy apology email template on hand, so you can quickly fix the issue and move on.

**Why it works:** People respond to honesty. It's a great signal to your audience that you have a human connection with them. You can take the opportunity to use your apology as a new connection, thanks to some lighthearted copy.

To

Cc

Oops! You weren't supposed to see that last one!



| B I U A A<sup>A</sup>       

Hi **[first name]**,

We kinda hit send a little too quickly on that last email—sorry about that! It's just that we are so excited to talk about **[subject of previous email, or email intended to send]**, that we got ahead of ourselves and sent the wrong email.

Please ignore the previous one. Here's what we meant to send you:

**[Insert correct email copy here]**

# Email Templates for Sales

This set of email templates are great for interacting one-on-one with prospects, leads, and customers.

## 7 Initial contact

### Solution to a problem

**When to send it:** Introduce yourself to a prospect who is unfamiliar with your company by explaining how you can help her achieve her goals.

**Why it works:** In speaking to the mindset and challenges of your customers, you position your company as a source of help—a message that resonates with prospects more than emails that immediately ask for a sale.

To

Cc

Hoping to help you with **[problem]**

Hi **[first name]**,

In my work at **[your company]**, I often notice that people struggle with **[describe a particular business problem]**.

I help people with **[describe in one or two sentences how your business helps solve this problem]**. As a result, our customers have **[include a statistic or short anecdote that highlights the value of your services]**.

If **[solving this problem]** is a priority for you, I'd love to share some ideas. Please let me know if you'd like to set up a time to talk this week.

## 8 Social media introduction



**When to send it:** Introduce yourself to a lead you identified on a social network like LinkedIn or Twitter by sending a piece of helpful content.

**Why it works:** No one likes direct solicitations from strangers on social media. Instead of pushing for a sale, introduce yourself as an expert in your field who's willing to help.

To

Cc

I saw your post about [topic]



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
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















Hi [first name],

I recently followed you on [social network] and noticed your post about [describe the topic]. I thought this [article, guide, video, presentation] might give you some ideas for [solving a business problem]. I'd be happy to tell you more about how my company, [company name], has helped customers with [the same problem]. Please let me know if you'd like to discuss.



## Referral follow up

**When to send it:** When a customer gives you a referral, follow up quickly to introduce yourself and ask whether you can be of service.

**Why it works:** Mentioning the referring customer catches the prospect's attention, while providing background information helps to educate him if the referring customer didn't explain your company.

To

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Cc

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[referring customer] suggested we connect

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Hi [first name],

As you may know, [referring customer's first and last name] recommended I contact you. My company, [name of company], has helped helping [referring customer's first name] with [problem your company solves].

[Write a short description or a few bullet points about what your company does, including a link to your website]. If you think our services might be useful to you at [prospect's company], would you like to schedule a time to talk this week?

## Following up

### 10 Networking follow up

**When to send it:** Stay in touch with someone you recently met by sending an email that reminds him of your conversation and your business.

**Why it works:** By following up quickly, you ensure that your new connection has your contact information while creating an opportunity for continued discussion.

To

Cc

Nice meeting you, **[first name]**

Hi **[first name]**,

Thanks again for talking with me at **[event or place of meeting]**! I enjoyed our conversation about **[remind the contact of topics you discussed]**. I wanted to be sure you had my contact information. I'd love to continue the conversation, so please let me know if I can ever help you with **[problem your company solves]**.

## 11 Sharing a testimonial

**When to send it:** Follow up a conversation with a lead by sending a reassuring testimonial of a customer in a similar position as his.

**Why it works:** Testimonials are great ways to help reassure a lead that your business has been successful solving the problems that he faces.



To

Cc

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It's not the first time we've heard this!

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Hi **[first name]**,

We got some great feedback from one of our customers on how **[product/service]** has been helping them with **[problem]**. When I heard it, I thought I'd pass it along to you. But I should let them speak for themselves! This is what they said:

**[short customer testimonial]**



## 12 Trying to reach you










**When to send it:** Send an email immediately after you leave a voicemail or miss someone by phone.

**Why it works:** Following up by both phone and email increases your chances of reaching the prospect, especially if you note when you'll be calling again and offer opportunities for the prospect to reach you first.

To

Cc

Sorry I missed you, **[first name]**



| B I U A       

Hi **[first name]**,

I just left you a voicemail about **[explain the reason for your call.]** I'm sorry we didn't connect. I'll try you again tomorrow afternoon. In the meantime, feel free to reach me at **[phone number]** or let me know of a good time to call.

Looking forward to talking with you!

## 13 Follow up after a conversation

**When to send it:** After an initial conversation with a prospect, send a recap of your discussion and request for another call or meeting.

**Why it works:** Most prospects won't buy after a single conversation. Follow up to stay top of mind and encourage them to take the next step toward a sale.

To

Cc

Ideas for [problem]

Hi [first name],

I enjoyed learning more about [prospect's company] during our last call. I certainly understand the challenges you're facing with [describe the prospect's challenges]. In thinking about our conversation, I have a few more ideas that can help you achieve [describe the prospect's goals].

Are you available for another call this week?

## 14 Follow up with content



**When to send it:** As you continue the conversation with a prospect, mix in a content piece that answers potential questions or helps demonstrate the value of your products or services.

**Why it works:** By sending useful content, you can better educate your prospects about your company and stay in touch without coming across as being too aggressive.

To

Cc

Thought you might be interested in this!



| B I U A A<sup>+</sup> *B* A ☰ ☷ ☹ ☶ ☸ ✓

Hi **[first name]**,

Because we recently discussed **[topic]**, this **[article, e-book, video, etc.]** made me think of you. **[Link]**

I hope you take a few minutes to check it out because I think it could give you some ideas for **[explain the tips or strategies covered in the content piece]**. Let me know what you think!

## Closing



### Reconnect

**When to send it:** If your prospect initially expressed interest only to go M.I.A., send this quick email asking for a status update to ensure you don't give up too soon on a promising lead.

**Why it works:** A prospect may not tell you if your timing is off—or admit that he lost track of your conversation. The multiple choice approach allows for a quick and honest response.

To

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Cc

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Are you still there?

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Hi **[first name]**,

I haven't heard from you in awhile and wanted to see if **[your company]** is still on your radar. I know you're busy, so I don't want to take up too much of your time. Can you reply back with the number that best describes your status?

1. I'm very interested, so please give me a call!
2. I'm still interested, but now isn't the best time. Keep following up with me.
3. I'm not interested, so please take me off your list.
4. I can't remember who you are. Can you remind me?

## 16 Last attempt to contact

**When to send it:** Send this email to a nonresponsive prospect to find out whether he's officially not interested in buying.

**Why it works:** The reverse psychology might inspire him to reply with an explanation: Maybe the timing isn't right, or he's simply been busy—in which case you can continue to work the sale. And if you confirm he'll never buy, you can refocus your efforts on more promising leads.

To

Cc

Taking you off my list

Hi **[first name]**,

I'm reviewing my list of contacts, I haven't been able to connect with after a few attempts. I don't want to keep pestering you if you're not interested in **[name of company, product or service]**. Unless I hear otherwise, I'll take you off my list.

However, if you're still interested, what do you recommend as a next step?

Thanks for your help.

## 17 Referral request

**When to send it:** Referrals are a major source of new business, but you won't necessarily receive them without asking. Send this email soon after a customer's purchase, while her experience with your business is fresh in her mind.

**Why it works:** Customers may be more inspired to give referrals if you ask them to help other people instead of asking them to help your company.

To

Cc

How can I help?

Hi **[first name]**,

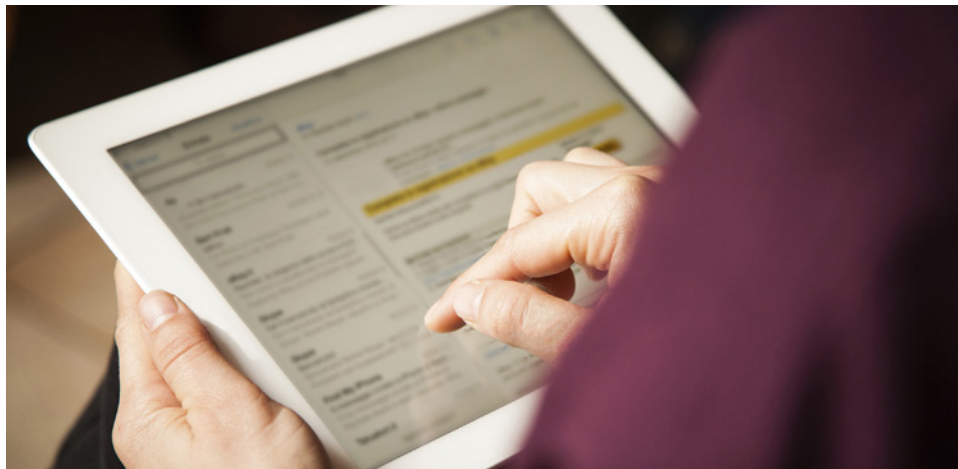
Assisting customers with **[the problems your company solves]** is the reason I got into business, and I'm always looking for more people to help. If anyone comes to mind, can you please send me his or her contact information? As a way to say thanks, I'd like to offer you **[a referral incentive, if applicable to your business]**.

# Email for List Maintenance

Your email contact list is one of your most valuable sales and marketing assets. And if you're going to optimize your open rates, you've got to keep it up to date. The emails in this category are designed to target the segment of contacts who haven't been responsive for a period of time (say six months). These emails attempt to catch their attention and re-engage them. If they never respond, they should be removed from your list.



*If you want to get a little nerdy with email segmentation, check out this e-book: [Take Your CRM Contact List to the Next Level with Segmentation](#).*



## 18 Clean your contact list

**When to send it:** Depending on your list size, you could run this monthly for a very large list, or every six months for a smaller one. You'll segment out contacts who have not been responsive for a period of time and target them.

**Why it works:** The specific invitation to connect has a very personal feel, and by giving them the ability to opt out, you'll also demonstrate that you really do care about their preferences. That alone could draw them back to you.










To

Cc

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We miss you!

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| B I U A A<sup>2</sup>       

Hello **[first name]**,

It's been a little while since we heard from you, and...well, we miss you. We have a hunch you might miss us, too.

If you'd like to keep receiving all the cool **[discounts, insider hints, tips, tricks, or other content you send them]**, let us know by clicking here, and we'll be sure to keep you on our list. **[insert a button that links to a webform that marks them active]**

On the other hand, if we haven't been as helpful as you expected, and you'd like to opt out, click here, and let us know how we could do better. **[Insert a button that links to a webform that marks them inactive; include a field that allows them to tell you how to improve.]**



## 19 Offer to re-engage

**When to send it:** If you have a incentive, like a lead magnet, you can offer your contacts to re-engage, this is a great option. Again, depending on your list size, you could run this monthly for a very large list, or every six months for a smaller one. You'll segment out contacts who have not been active for a period of time and target them.

**Why it works:** This invitation to reconnect by taking advantage of a special offer is, of course, a win-win for you and your contact. Because they haven't been active for a while, it's advisable that you offer them the chance to opt out. As above, the option to opt out gives them the feeling that you care about their preferences, and it could serve to actually retain the customer.

To

Cc

It's been a while—and we've got something waiting for you!

Hello **[first name]**,

We haven't heard from you in a little while, so we thought we'd drop you a line to check in.

Then we thought, while we're at it, why not give you **[discount, free gift, incentive]**?

Just follow this link to claim it **[insert button to landing page with special offer]**

If we haven't been as helpful as you expected, and you'd like to opt out, click here. **[insert a button that links to a webform that marks them inactive; include a field that allows them to tell you how to improve.]**

Sometimes a simple “thank you” can make a world of difference to your audience. Here’s a little stockpile of quick thank you emails to help you be ready for any moment gratitude is called for.

**When to send it:** Within a day after anyone signs up for your newsletter.

**Why it works:** This is a quick way to show your enthusiasm for the content you'll be sending to their inbox. It's an excellent opportunity to deliver a previously published bit of content, like a blog post, that has proven super helpful so that your new subscriber has an immediate reward for signing up.

Templates for the Taking: 27 Email Templates You Can Use Right Now

## 21 Thanks for downloading

**When to send it:** Immediately after anyone requested content that required them to supply their email address.

**Why it works:** They expect it, and it's an opportunity to follow up with additional, related content. It's also a great opportunity to invite them to connect with you if they have questions.

To

Cc

Thanks for downloading "[title of content]"

Hi [first name],

Thanks for downloading "[title of content]." You'll find it attached to this email.

It's a great [type of content, e-book, webinar, etc.], and it's getting a lot of positive reviews. Here's some of what we're hearing: [quote one or two great reviews].

We're sure it will be as helpful to you as it has been to so many others. Since you're interested in [topic of content they downloaded], you might be interested in some of related [type of related content, e-book, webinar, etc.], about [subject of the related content], entitled "[title]." Click here for more details [link to landing page for related content].

If you have any questions about the [type of downloaded content, e-book, webinar, etc.] you just downloaded, please feel free to contact us, and we'll be happy to help you out. [insert contact details]



## Thanks for attending our live demo

**When to send it:** Immediately after your live demo.

**Why it works:** It's an opportunity to follow up on specific questions and to provide additional, related content. It's also a great opportunity to invite them to connect with you if they have further questions.

To

Cc

Demo follow up

| B I U A

Hi **[first name]**,

Just a note to say thanks for attending our live demo today!

You had a question, and I promised to follow up, so here it is: **[insert answer to question]**

I know we went over a lot of material in a short time, and there wasn't time to touch on everything, but if you have any more questions, shoot me an email. I'll keep my eyes open for it.

Meanwhile, if you'd like to dig a little further into the topic of **[topic related to your demo]**, check out our free resource, **[title and link to resource]**. This is a great way to explore what we talked about.

## 23 Thanks for your purchase! (brick-and-mortar)

**When to send it:** Within a day of purchase at a brick-and-mortar store.

**Why it works:** If you work hard to get your shoppers to offer up their email to you, reward them when they make a purchase! Give them a personalized thank you and a suggestion for their next purchase, incentivizing them to come back for more with a special discount.

To

Cc

Great to see you today!

Hi **[first name]**,

Thanks so much for stopping by our store today! It was great to see you!

We noticed that you bought **[name a product they purchased]**. We hope you enjoy it! If you do, next time you're in the store, you might like to try **[complementary product that they didn't purchase]**.

In fact, we're so confident that you'll like it, we'll give you **[discount]** to try it! **[insert coupon redemption rules]**

Can't wait to see you again!

## 24 Thanks for your purchase (online)










**When to send it:** Within a day of purchase at an online store.

**Why it works:** This is a great way to encourage cross-selling of products after customers have left your site. Posed as a simple thank you, it serves as an opportunity to link to similar products that might interest them.

To

Cc

Thanks for your purchase!



| B I U A A<sup>+</sup>       

Hi **[first name]**,

It looks like you stopped by our site and purchased **[at least one product purchased]**. Thanks so much! We hope you enjoy it!

In case you missed them while you were shopping, we'd like to showcase some other products people like you have bought. We thought you might be interested.

**[list complimentary products with links to product page]**

# List Re-engagement Campaign

We mentioned at the beginning that we'd include a full campaign to begin taking advantage of the full power of your list. So here it is.

Email series campaigns are a little more complex to execute than simple blasts to your whole list or one-off emails to individuals you've interacted with. But the complexity pays off in effectiveness.

This campaign is based on a flash sale. We call it a re-engagement campaign because it works very well as a lead-in campaign for businesses that have inconsistently interacted with their list. Not only is this a quick way to generate cash for the business, it's also a way to identify the contacts that are not responsive so that you can segment them out and nurture them to a sale over a longer term.

## **How engagement campaigns fit into your perfect customer lifecycle**

The perfect customer lifecycle is a systematic process of creating more traffic to your site, providing great resources to capture leads, nurturing them to a sale, and then delivering them a delightful experience. The cycle starts over as you get referrals from satisfied customers and continue to generate new traffic. As you interact with your list, you can customize your emails to correspond to where they are in the cycle and ushering them to the next step.

## Perfect Customer Lifecycle



**Re-engaging your list** is a subset of this lifecycle that you can rerun any time to invigorate leads that have fallen off the grid or gone cold.

To do it, you need to follow up on each interaction in a timely way, and use **segmentation tactics** to make sure that you send the right emails to the right people. You'll be sending a series of announcements and you only want to continue the series for people who haven't already responded.

This means you'll need to track which email recipients respond to your offer so that you can remove their email address from the send list on your follow-up emails. You can manage this process manually by checking the purchase report and cross-referencing the email addresses with those of your list. Then, remove those names before you send your next batch of follow ups.



**NOTE:** If you have CRM and marketing automation, you can set up the campaign to register contacts who reach the goal (purchase from the sale) and remove them from follow-up emails automatically.



## The Campaign Email Sequence

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### Email No. 1: Announcement of flash sale

**When to send it:** The morning of the first day of the sale.

To

Cc

Thanks for your purchase!



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
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















Hi [first name],

If you blink too fast, there's a good chance you'll miss this sale! **[This paragraph should be short and should grab their attention]**

**[Next paragraph should call out a specific value this product/service can provide or a pain it helps to solve.]**

For a limited time we're offering an amazing deal on **[product name]** for **[name outrageous price or discount]**! This deal lasts through **[date/day]** and then it's over. Take advantage now. Place your order today!"

**[Link to Offer]**

Here's what people are saying about **[product name]**: "[Enter a customer testimonial that shares how a problem they may be facing was solved by your product]"

**[Link to Offer]**

Act fast! Take advantage of this offer before it's gone!



## Email No. 2: First follow up to flash sale announcement

**When to send it:** Twenty-four hours after email No. 1, but only if they did not respond to email No. 1.

To

Cc

Get **[product name]** NOW before it's gone...

Hi there **[first name]**!

We're so excited because for a limited time we can help you **[solve your pain point faster/cheaper/easier]**! You have until **[day sale ends]** to get **[product name]** for **[great low price or super discount]**! If you're tired of **[call out pain]** day after day, you've got to take advantage of this offer right now.

**[Link to Offer]**

**[Can this offer affect their average day for the better in a specific way? For example, it may free up more time ("get your mornings back!"), give them greater confidence in the work they do ("feel like a pro when..."), or put more money in their pocket ("free up some extra cash to go out for a nice dinner each week")?]**

**[Link to Offer]**

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**Email No. 3: Final follow up to flash sale announcement**

**When to send it:** 24 hours after email No. 2, but only if they did not respond to email No. 2.

To

Cc

Today is the last day to take advantage of **[promotion]**!

  | B I U A        

Hi there **[first name]**!

You may not have seen our previous announcements, but today is the last day to take advantage of our limited time offer of **[price or percent discount]** on our **[product name]**. We wanted to give you one final opportunity to take advantage of this special deal so you can **[enjoy the benefits of product/service]** right away... and at a great price!

**[Link to Offer]**

Our customers who have purchased **[product name]** are saying things like this:

**"[Enter a customer testimonial that shares how a problem they may be facing was solved by your product]"**

We'd love for you to have an experience just like that! Our promotion ends today. Don't miss out on this limited time offer!

## After the sale

When the sale's over, you will of course want to count your earnings. But that's not the only benefit of running the sale.

Your flash sale will create a pair of segmented lists you can take advantage of:

- All the people who purchased from your flash sale
- The people who were unresponsive

For the first group, the **ones who responded**, you can follow up with an email targeting the fact that they bought. They are ripe for either a referral request, a thank-you email that highlights a complimentary product, or even an offer to connect with your social channels (refer to the templates above to get you started). Depending on your objectives, you know that you can strike while the iron's hot for this group.

For the second group, the **unresponsive ones**, you can check in, perhaps a month later, to see if they want to continue receiving your emails, or you could make them another flash sale offer to see if you can stir them to action again.



# Conclusion

Unless you're a professional copywriter, it's no shame to admit that you have difficulty coming up with ideas for interesting email copy.

The templates we've offered here are meant to get you started. There's no way any bundle of templates could ever sound perfectly like your brand. But at least they can get you over the biggest hurdle: a blank page.





## Ben Snedeker

Ben Snedeker joined Infusionsoft in 2015 to do full time that which he loves most: writing the stories that inspire action. He holds a MFA in Creative Writing from Emerson College. In his prior life, he was a freelance writer working days at MIT as a grant manager. After a decade of paper pushing in academia, writing for a fast moving company like Infusionsoft is his dream come true. A perennial tinkerer, when he's not in the office, he can't help but tend his bonsai trees, edit other people's writing, and make sure his kids clear their plates before they leave the table.

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