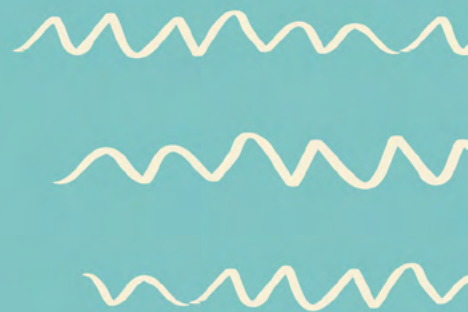




WHAT TO WRITE



 IN YOUR EMAILS

Your guide and 45+ templates to help
you craft powerful and engaging emails.

ABOUT THE AUTHORS



Monica Montesa

Content Marketing Specialist, AWeber

I lead the content strategy at AWeber and help create all kinds of engaging, educational content for our audience. From lead nurturing emails to website copy to educational articles, my focus is on helping business owners grow with email marketing. Throughout my career, I've written for businesses across a variety of industries, including healthcare, travel and tech.



Elisabeth Willits

Content Marketing Specialist, AWeber

I'm a marketer and a copywriter, which means my writing is guided by you, my audience. I love that. I've had the privilege to study, write and send thousands of emails. In that time, I've learned what makes a subscriber open an email or move it to spam. The kind of copy that gets people to take action. And how to see success with email marketing.



TABLE OF CONTENTS

<u>Introduction</u>	4
<u>How to use this guide</u>	5
<u>Email Writing Basics</u>	6
<u>Making Connections</u>	10
<u>Chapter 1: The Confirmation Email</u>	11
<u>Chapter 2: Welcome Emails</u>	13
<u>Chapter 3: Automated Welcome Campaigns</u>	20
<u>Chapter 4: Newsletters</u>	25
<u>Chapter 5: Event Invitations</u>	33
<u>Introducing Your Brand and Nurturing Subscribers</u>	38
<u>Chapter 6: Product/Service</u>	39
<u>Chapter 7: Case studies</u>	42
<u>Chapter 8: Nurture campaigns</u>	45
<u>Selling Your Product/Service</u>	53
<u>Chapter 9: Selling a product</u>	54
<u>Chapter 10: Selling a service</u>	62
<u>Developing Loyal Customers</u>	70
<u>Chapter 11: Delighting customers</u>	71
<u>Chapter 12: Dealing with unhappy customers</u>	74
<u>Chapter 13: Turning customers into brand advocates</u>	77
<u>Maintaining a Healthy Email List</u>	81
<u>Chapter 13: Asking for feedback in a survey</u>	82
<u>Writing Engaging Emails</u>	85
<u>About AWeber</u>	86

INTRODUCTION

With a fresh cup of coffee by your side and your fully-charged computer in front of you, you place your fingertips on the keyboard. It's time to write an email to your subscribers.

After a 15-minute cycle of typing, deleting and staring at a blank email template, you find you can't seem to gather the right words.

What in the world should you write?

Whether you have a lot to say and don't know where to start, or you're just dealing with the worst writer's block ever, or you're looking for new inspiration to level up your current email strategy, you've come to the right place.

Writing quality content – and doing so consistently – is one of the biggest challenges for anyone who sends emails. But it's worth devoting time to. According to research from Statista, 86 percent of consumers would like to receive promotional emails from companies. And that means you want to make sure you're sending emails that create a positive experience with your brand, and motivate people to take action.

So we decided to help.



Taking our 18+ years of email experience, we've created a series of email templates to take the guesswork out of writing your emails. With templates ranging from welcome emails to automated email campaigns to one-time broadcasts, you'll have the tools you need to easily write and send engaging emails.

How to use this guide

We organized this guide by grouping together emails based on what they will help you accomplish (ex: making connections with your audience, introducing your brand, going for the sale, etc.). Depending on your unique email content strategy, you may have different needs for your emails and will only need to send a few different ones to your audience. As a result, this guide is meant to be a resource – not just now, but for reference in the future as you try new things with email marketing and test new types of emails to engage and grow your audience.

In the beginning of each chapter, you'll learn more about the overall strategy and purpose of the types of emails in that section. At the end of each chapter, you'll find all of the corresponding templates. The templates are super easy to use: simply copy and paste the content into your email (or word document) and fill in the blanks.





EMAIL WRITING BASICS

While you can easily use the fill-in-the-blank templates to create any or all of your emails moving forward, it's helpful to have an understanding of the basics of writing effective email content. This will help you get the most out of the templates in this guide, and give you the knowledge to write your own amazing emails in the future.

With that said, here are six tips on writing great emails.

1

Bring value to your readers.

Your subscribers are busy individuals, and they won't always consider your emails a top priority – especially if they're subscribed to dozens of other email lists. To ensure yours stand out in the inbox, make sure your emails are worth their time. Every email you send should bring value to your audience. Whether it's content (such as your latest blog post or a new ebook that addresses a common challenge they face) or a discount on a new product, there should be a clear benefit to the subscriber.

As you talk about your product or service, be sure to position it in a way that highlights the value and benefits it'll bring to subscribers.

2

Remember your subscribers are people.

Too many business owners view their subscribers as a list of faceless email addresses, just waiting to be turned into dollar signs – but subscribers see right through that. As silly as it sounds, it's important to remember that your subscribers are real people who want to know you have their best interest at heart. Having this mindset before you send an email makes it a lot easier to identify what type of content is valuable to them.

3

Spark interest in your emails.

As you provide your readers with valuable and helpful information, keep it engaging. This will ensure your emails hold the attention of your subscribers, even when they're busy or just cleaning out their inbox.

To stand out, keep your emails concise and relevant to their interests. And if it's relevant to your audience, feel free to liven up your content with humor, engaging visuals and more.



4

Repurpose content you already wrote.

It's inevitable that writer's block will strike at some point. But if you're light on content topics or can't find the right words to express your thoughts, chances are you already wrote similar content somewhere else.

Many business owners already have the content they need – it just might be in a social post, blog article or a 1:1 email you sent to a customer. Look back at previous things you've written to see if you can extract anything and re-write it for your email. As long as it's relevant to your subscribers and what they expect to receive from you, you can reuse it to create your next email.

5

Write to one person instead of one thousand.

Whether you have a few hundred subscribers or a few thousand, the key to writing great emails is to imagine you're only writing to one. This will ensure your emails feel more like a personal message from a helpful friend instead of a mass email sent from a distant business.

To help you understand the specific needs of your target audience, consider creating a customer/client persona. Going through this valuable exercise can help you get a better sense of the individuals to whom you're sending emails, as well as how you can create a product/service that's truly aligned with their interests.

6

Get feedback from subscribers.

Writing well and using proper grammar are important for establishing credibility with your audience, but at the end of the day, subscribers care most about the content you're sending them.



If you're not sure if readers are gaining value from your emails, ask them for feedback and suggestions on what they want to learn about. This will either validate the content you've been sending, or will give you ideas on what to focus on in the future. In both scenarios, though, you'll have a clear sense for what to write in your emails.

Plus, it'll make your subscribers feel valued and trusting of your brand. A win-win!



Now that we've covered the basics of writing emails that engage subscribers, let's dive into the heart of this guide: the emails and templates.





MAKING CONNECTIONS

Write emails that help you establish connections with subscribers, introduce your brand and build trust for long-lasting relationships, including: confirmation emails, welcome emails, newsletters, event invitations and event follow ups.

CHAPTER I

The Confirmation Email

In email marketing, senders have the opportunity to allow subscribers to confirm that they want to opt-in to an email list. This is known as confirmed opt-in (COI) and is a best practice in email marketing because it serves as a filter for subscribers who aren't really interested in receiving your emails. By using confirmed opt-in and allowing only quality subscribers to join your list, you can improve deliverability and email reputation so your emails make it to the inbox of more subscribers.

Depending on which email marketing platform you use, you might have the option to turn COI on and off for different lists.

If turned on, the confirmation email automatically goes out to subscribers as soon as they sign up to your email list. In it, subscribers are asked to click a link in the email to confirm they want to receive emails from you. While your email marketing platform will create an automated message, you might have the option to customize this message.

Since this is a straightforward email, you don't have to add a ton of bells and whistles to it. But, it is a good opportunity to remind readers who you are, why they're receiving this email and why they'll benefit from your emails.

Check out the templates:

[The 'Confirmation Email'](#)



Confirmation Email

Subject line

You're almost there! Confirm your subscription to the [insert your company name]'s [insert the name of the content they are subscribing to]

Body copy

Hi {!firstname_fix},

Woo-hoo! Thanks for signing up for [insert your company name]'s [insert what they signed up for].

You're almost done!

But before you can get your all-access pass to [insert list of content they can expect to receive], you need to confirm your subscription. Click below to confirm.

CONFIRM BY VISITING THE LINK BELOW:

[insert confirmation link]

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

If you do not want to confirm, simply ignore this message.

Talk to you soon!

The [insert your company name] team

CHAPTER 2

Welcome Emails

When setting up your email marketing, the most important place to start is with your welcome email.

A welcome email is the first email your subscribers would receive after signing up to your list, and it helps set the tone for all future emails you send them. It's also one of the most engaging emails you can send; we see our highest open rates in welcome emails (up to 94 percent!).

To easily set this up, you'll want to create an automated email (also known as an autoresponder or follow up) before you begin collecting subscribers. This way, the message will automatically send to every new subscriber that joins your list.

The purpose of the welcome email is to thank subscribers for joining your list and give them a warm welcome (hence the name!). This is also a great opportunity to remind subscribers about the benefits of your emails, as well as how often they should expect to receive emails from you. Doing so not only sets expectations for subscribers, but it also reduces the risk of spam complaints or unsubscribes.

If you offer an incentive (or lead magnet) in your sign up form, the welcome email is where you should deliver it. An incentive is one of the best ways to encourage people to sign up to your email list – it can be a link, a promo code, a file or whatever else you can think of.



Since not everyone who signs up to your email list will be familiar with your brand, share a little information about yourself and your brand. Add additional contact information such as a phone number, address and social channels so your subscribers can get in touch with you if needed.

In order to maximize subscriber engagement, be sure to ask readers to whitelist your email address. Whitelisting is simply the process of adding your address to their address book, which guarantees your email is delivered to their primary inbox instead of a junk folder or Promotions tab.

Most importantly, make sure this email is concise and serves the sole purpose of welcoming subscribers and establishing a relationship with them. If you have other information you want to share (like your latest blog post), do so in future emails.

Since there are different types of welcome emails you might need to set up, we created multiple variations of welcome email templates – including ones for different incentive offers. You can find them at the end of this chapter or by clicking one of the links below:

Check out the templates:

[The ‘Basic Welcome Email’](#)

[The ‘Welcome Email with Download’](#)

[The ‘Welcome Email with eBook’](#)

[The ‘Welcome Email with Templates’](#)

[The ‘Welcome Email with Video Course’](#)



Basic Welcome Email

Subject line

Thanks for signing up to [insert your email list name]!

Body copy

Hi {!firstname_fix},

Welcome!

Thanks for signing up for updates from [insert the name of your business or blog].

Now that you're in, here's what you can expect in your inbox.

You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with the latest [insert content type, such as blog posts or news] from [insert the name of your business or blog]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from us, be sure to whitelist our email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[Insert the name of your business or blog] am/is [insert who you are and what you do]. If you have any questions or feedback, don't hesitate to get in touch.

You can contact me here: [insert your contact information].

Thanks again!

[Insert your signature]

Welcome Email with Download

Subject line

{!firstname_fix}, here's your free download!

Body copy

Hi {!firstname_fix},

Thanks for signing up for updates from [insert the name of your business or blog].

As promised, here's the free download to help you [insert what the download will teach your subscribers or help them do]. Just click the link below to access it.

Get my free download [Hyperlink the text with the link to the download]

Now that you're in, here's what you can expect in your inbox.

You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with the latest [insert content type, such as blog posts or news] from [insert the name of your business or blog]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from us, be sure to whitelist our email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[Insert the name of your business or blog] am/is [insert who you are and what you do]. If you have any questions or feedback, don't hesitate to get in touch.

You can contact me here: [insert your contact information].

Thanks again!

[Insert your signature]

Welcome Email with eBook

Subject line

{!firstname_fix}, here's your free eBook!

Body copy

Hi {!firstname_fix},

Thanks for signing up for updates from [insert the name of your business or blog].

As promised, here's the free ebook to help you [insert what the download will teach your subscribers or help them do]. Just click the link below to access it.

Get my free ebook [Hyperlink the text with the link to the download]

Now that you're in, here's what you can expect in your inbox.

You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with the latest [insert content type, such as blog posts or news] from [insert the name of yourself, business or blog]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from us, be sure to whitelist our email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[Insert the name of your business or blog] am/is [insert who you are and what you do]. If you have any questions or feedback, don't hesitate to get in touch.

You can contact me here: [insert your contact information].

Thanks again!

[Insert your signature]

Welcome Email with Templates

Subject line

{!firstname_fix}, here are your free templates!

Body copy

Hi {!firstname_fix},

Thanks for signing up for updates from [insert the name of your business or blog].

As promised, here are the free templates to help you [insert what the templates will teach your subscribers or help them do]. Just click the link below to access them.

Get my free templates [Hyperlink the text with the link to the download]

Now that you're in, here's what you can expect in your inbox.

You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with the latest [insert content type, such as blog posts or news] from [insert the name of your business or blog]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from us, be sure to whitelist our email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[Insert the name of your business or blog] am/is [insert who you are and what you do]. If you have any questions or feedback, don't hesitate to get in touch.

You can contact me here: [insert your contact information].

Thanks again!

[Insert your signature]

Welcome Email for Video Course

Subject line

{!firstname_fix}, here is your free video course!

Body copy

Hi {!firstname_fix},

Thanks for signing up for updates from [insert the name of your business or blog].

As promised, here is the free video course to help you [insert what the course will teach your subscribers or help them do]. Just click the link below to access them.

Get my free course [Hyperlink the text with the link to the download]

Now that you're in, here's what you can expect in your inbox.

You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with the latest [insert content type, such as blog posts or news] from [insert the name of your business or blog]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from us, be sure to whitelist our email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[Insert the name of your business or blog] am/is [insert who you are and what you do]. If you have any questions or feedback, don't hesitate to get in touch.

You can contact me here: [insert your contact information].

Thanks again!

[Insert your signature]

CHAPTER 3

Automated Welcome Campaigns

If you want to share additional information about your business or help guide new subscribers, you can create an automated welcome campaign containing two or more autoresponder emails.

An autoresponder series lets you schedule an entire sequence of emails ahead of time for your new subscribers. As soon as a new subscriber signs up, they automatically receive your series. This saves you the hassle of sending the same information over and over again to each new subscriber and gives you the opportunity to make a great first impression with less time and effort.

So instead of just sending one welcome email to subscribers, you can automate a longer series set to a cadence of your choosing to provide even more value.

The content in your autoresponder series should be evergreen, meaning you can send it to any new subscriber at any time of the year. You also control the timing and frequency of each email.

If you're using email to send weekly newsletters with your latest blog content, for example, you might want to add an email with frequently asked questions and your most popular content. Or if you want to share more about your business beyond what was included in your welcome email, you can dedicate an email to doing just that.



Here's what a welcome campaign might look like:

EMAIL 1 Basic Thank You with Incentive

Sent immediately after the subscriber signs up or clicks the confirmation email link

EMAIL 2 Frequently Asked Questions

Sent one day or two days after the previous email

EMAIL 3 About My Business

Sent one day or two days after the previous email

EMAIL 4 Connect with Me

Sent one day or two days after the previous email

Your automated welcome campaign can be as long or as short as you want, but keep in mind the value you're delivering to subscribers. It's better to outline the purpose of each email in your series before committing to a specific number.

Get each of these additional templates below:

Check out the templates:

The 'Basic Thank You'

The 'Frequently Asked Questions'

The 'About My Business'

The 'Connect with Me'



Frequently Asked Questions

Subject line

FAQs about [insert the name of your business or blog]

Body copy

Have questions about [insert the name of your business or blog]? Check out these FAQs we've received from other customers:

[Insert question #1]

[Insert answer #1]

[Insert question #2]

[Insert answer #2]

[Insert question #3]

[Insert answer #3]

Have a question that wasn't covered here? Contact us today!

[insert your contact info]

[insert your signature]

About My Business

Subject line

Get to know [choose: me/us]!

Body copy

Headline Who's [insert your company name]?

Hi {!firstname_fix}!

We can't wait to learn more about you, but you're probably also wondering a few things about us and what we do.

[insert your company name] allows [insert what your product or service does]. Since [year your company originated], we have been [insert what your company has been doing] including [example of work].

Today, [number of customers] are making the most of our service and [name specifically what customers are doing].

To learn more, check out our "About Us" page to learn more:

I'm ready to learn more! [insert hyperlink to "about" page]

We hope to talk to you soon!

[insert signature]

Subject line

Join the conversation on social media!

Body copy

*****Headline***** Connect with us on social media

Thanks for reading [insert content the reader previously read]! Do you feel on top of the latest [insert your industry] tips and trends? We hope so!

While you're anxiously awaiting our next post, connect with us on social:

- Like [insert what you post on Facebook] (and who doesn't)? Like us on Facebook! [insert hyperlink or link to your Facebook page]
- The best 140 characters you'll ever read. Follow us on Twitter. [insert hyperlink or link to your Twitter profile]
- Say cheese! We're on Instagram. Check out our posts on [insert topics you post about on Instagram]. [insert hyperlink or link to your Instagram profile]
- Find inspiration, tips and ideas. Network with us on LinkedIn. [insert hyperlink or link to LinkedIn page]

We'd love to hear from you! Send us a tweet, give a shout out and let us know how we're doing.

Talk to you soon,

[insert your signature]

CHAPTER 4

Newsletters

Whether you write blog posts, upload YouTube videos or want to share your thoughts and advice on recent industry trends, a regular email newsletter is a great way to turn one-time visitors into a loyal audience.

By giving your customers and website visitors an opportunity to stay connected with your brand, you can remain top-of-mind as a reliable source of information.

To send a newsletter, simply create a broadcast (a one-time email) and add in the latest information you wish to share with subscribers. Since a newsletter broadcast email must be created and sent to your subscriber list each time, you'll want to determine a regular cadence for sending.

Whether it's once a week or twice a month, the timing is up to you and your subscribers' preferences! A good place to start is considering how frequently you create content, and then determining when you'll have enough to share in a newsletter. Aim to send at least one email a month to subscribers to keep your list healthy and engaged.

There are different types of newsletters you can send.

The business newsletter template is great if you primarily create content about a variety of business updates and news (such as policy changes, events you're attending, etc.).



If you regularly publish blog posts, videos and/or podcasts, the content newsletter (or digest) template is perfect for sharing your latest creations with subscribers.

A curated newsletter is one way to create an email without spending too much time writing content. If you find articles written by someone else that are relevant to your subscribers, group them and link to them in your email!

To help position yourself as a thought leader in your industry, try sharing news and blog articles written by others (in addition to a summary of your own thoughts on how it's relevant to your audience) in an email newsletter.

You can explore templates for the most popular ones below:

Check out the templates:

[The 'Business Newsletter'](#)

[The 'Content/Blog Newsletter'](#)

[The 'Curated Content Newsletter'](#)

[The 'Industry News \(written by others; single\)'](#)

[The 'Industry News \(written by others; multiple\)'](#)

[The 'Industry News \(you've written about\)'](#)



Subject line

Here's what's new!

Body copy

Hi {!firstname_fix},

We've been working on new content and product updates, so we wanted to share them! Read on for everything from [insert example of new content/features] to [insert another example of new content/features].

Headline [insert new feature] now available

We are so excited about this new feature and how it's going to help you [insert customer benefit(s)]. Here's what it does: [insert information about the new feature].

Check it out now! [insert hyperlink or link to the new feature]

Headline [insert new article or blog post] for you to read

We want to give you the best and most relevant content... so we are doing just that! Check out our new article about [insert description of article] [insert hyperlink or link to the new feature].

Headline We want your input

Learning about what you and our other customers need helps us build our products. After all, no one knows what is best for our customers better than you. If you're interested in taking part in a quick survey to improve our products, please click here! [insert hyperlink or link to the survey]

Talk to you soon,

[insert your signature]

Content/Blog Newsletter

Subject line

[insert title of your favorite article]

Body copy

Hi {!firstname_fix},

We want to share some new content with you! Check out some of our most recent content, as well as our popular posts.

Here is our most recent blog post:

[featured image for article 1: newest article]

[insert article title]

[insert description of article]

I want to read more [Hyperlink text with the article link]

This is one of our most popular posts that we think you'd love!

[featured image for article 2: popular legacy content]

[insert article title]

[insert description of article]

Show me more [Hyperlink text with the article link]

And here's one more thing you may want to take a look at:

[featured image for article 3 or webinar event or lead gen piece]

[insert title]

[insert description of article]

Show me more [Hyperlink text with the article link]

Happy reading!

[insert your signature]

Curated Content Newsletter

Subject line

Here are a few articles I thought you'd enjoy!

Body copy

Hi {!firstname_ fix},

I wanted to give you a heads up on some of the latest news going on in [insert your industry]. I hope you find these useful!

[insert title of article 1]

This article is about [insert a topic]. It's important because [insert a reason]. Check it out!

[insert title of article 2]

Here's a post about [insert a topic]. I think you'll like it because [insert a reason].

[insert title of article 3]

Check out this article about [insert a topic]. You should read it because [insert a reason].

Happy reading!

[insert your signature]

Industry News (written by others; single)

Subject line

{!firstname_fix}, did you hear about [insert news item]?

Body copy

Hi {!firstname_fix},

I wanted to give you a heads up about some [insert your industry] news I thought you should know about.

[Insert a description of the news event. Tell your subscriber how it will affect them. Include links to the news item.]

[Explain how your product/service relates to this news item]

Want to try [insert your product/service] for yourself?

Click here: [insert a link to your website].

Stay tuned for more news updates!

[insert your signature]

Industry News (written by others; multiple)

Subject line

[insert number] things happening in [insert your industry] this [insert week, month, etc].

Body copy

Hi {!firstname_fix},

I've curated the biggest news in [insert your industry] this [insert week, month, etc].

Check it out!

[insert news item #1 with link]

[insert news item #2 with link]

[insert news items #3 with link]

For more on [insert your industry], head over to [insert your website title with link].

[insert your signature]

Industry News (you've written about)

Subject line

The latest [insert your industry] news!

Body copy

It's here! I gathered the latest on [insert topic of the industry you've written about] and the article is ready for you to read. [insert hyperlink or link to the article]

In this issue, I look at:

- [insert one thing the news covers]
- [insert another thing the news covers]
- [insert another thing the news covers]

Oh, and a few weeks ago, I wrote about [insert topic you've recently written about] and I think you'd be interested! [insert hyperlink or link to the article]

Hungry for more? Check out our blog — there's more where this content came from.

Cheers,

[insert your signature]

CHAPTER 5

Event Invitations

Quality relationships between brands and subscribers via email are essential, especially if you primarily manage your business and interactions online.

But when you have an opportunity to interact with them outside of the inbox, whether in a conference room or webinar room, the relationship can only get stronger from there.

When inviting subscribers to meet up with you in person at a conference or attend a webinar, there are certain messages you'll want to convey within your emails. The same can also be said for any follow up emails that happen afterwards.

For any time-sensitive events, we recommend using a broadcast email and sending it to relevant subscribers on your list.

If you plan on hosting a recurring recorded webinar, however, that can be set up as an automated email or campaign. For example, if you set up an automated welcome campaign for your business newsletter, you might want to include an invite to attend a recurring webinar that goes into greater detail about your business and products.

Check out the templates:

[The 'Event RSVP'](#)

[The 'Event Follow Up'](#)

[The 'Webinar Invitation'](#)

[The 'Webinar Recording'](#)



Subject line

{!firstname_fix}, join us for [insert your event name]!

Body copy

Hi {!firstname_fix},

I'd like to invite you to [insert name of your event] on [insert date and time] at [insert location].
Join us for [insert what happens at the event, e.g., live music, food specials, etc].

RSVP here: [insert link to RSVP]

I hope to see you there!

[insert your signature]

Subject line

It was great meeting you at [insert event name]!

Body copy

Hi {!firstname_fix},

It was great meeting you in person at [insert event name]! I hope you enjoyed [insert specific event activity].

I wanted to follow up and see if you had any specific questions about [insert your expertise] or [insert your business name]. I'd love to connect and talk more!

Feel free to reply back to this email if you'd like to talk more!

Hope to hear from you soon,
[insert your signature]

Subject line

Claim your seat for our free online webinar!

Body copy

****Headline**** The room is almost full!
Online Webinar: [insert topic of webinar]

Hi!

I'm hosting a live webinar [insert date of webinar] on [insert a general overview of what you'll be covering during the webinar]. Seats are running out!

In this webinar, I'll be walking through [insert a more detailed explanation of webinar topics].

After the webinar, you'll be able to

- [insert a benefit gained from webinar].
- [insert a benefit gained from webinar].
- [insert a benefit gained from webinar].

Register today! [insert hyperlink or link to webinar registration form]

Can't make it? Register anyway! All registrants will get access to watch the webinar replay on demand at your own convenience.

Keep in mind that once we hit the limit on attendees, registration will close.

Have a specific question about the webinar? Email me at any time: [insert your email address].

Thank you!

[insert your signature]

Webinar Recording Email

Subject line

Here's your webinar recording!

Body copy

Headline Your webinar recording is ready

Thanks for registering for our workshop, [insert name of workshop] hosted by [insert name of company/companies that hosted].

I recommend watching (or rewatching!) the workshop today. [insert hyperlink or link to the webinar]

You'll get tons of valuable tips to [insert what the workshop will help you do] and much more!

Cheers,

[insert signature]



INTRODUCING YOUR BRAND & NURTURING SUBSCRIBERS

Write emails that allow you to nurture subscribers and position your product/service as a solution worth investing in, such as: benefits-oriented emails, case studies and nurture campaigns.

CHAPTER I

Product/Service Emails

If you want to educate subscribers about your product or service in a way that isn't overly promotional, or if you want to first introduce your product or service before going for the direct sale, this is the chapter for you.

Introducing a product or service and softly selling it is a common tactic among inbound marketers, but it can be used for any business. Since email gives you the opportunity to connect with subscribers over a long period of time, educating them on your products can go a long way in helping them make the decision to buy.

Depending on your goal for these emails, they can be set up as one-time broadcasts or as part of an automated email campaign.

If you're not sure how frequently to send these types of emails, the 4:1 ratio is a good one to keep in mind. This means that for every 4 educational emails you send, you can send 1 sales email.

Whether you sell a product or service, get quick access to the templates you need:

Check out the templates:

[The 'Product Benefits'](#)

[The 'Service Benefits'](#)



Product Benefits

Subject line

{!firstname_fix}, here's what [insert your product] can do for you.

Body copy

Hi {!firstname_fix},

Have you ever tried [insert your product] before? Here are three ways you can benefit from [insert your product].

[Insert benefit #1]

[Insert benefit #2]

[Insert benefit #3]

Want to learn more about what [insert your product] can do you for you? Check out [insert your website title and link].

Thanks for reading!

[Insert your signature]

Service Benefits

Subject line

{!firstname_fix}, here's what [insert your service] can do for you.

Body copy

Hi {!firstname_fix},

Have you ever tried [insert your service] before? Here are three ways you can benefit from [insert your service].

[Insert benefit #1]

[Insert benefit #2]

[Insert benefit #3]

Want to learn more about what [insert your service] can do for you? Check out [insert your website title and link].

Thanks for reading!

[Insert your signature]

CHAPTER 2

Case Studies

Customer case studies can go a long way in highlighting the benefits of your product/service. In addition to content you may already have about specific product features or what's included in a service, case studies have the power to show a real-life application of it.

Customer case studies can be as simple as a Q&A-style blog post, or as complex as a produced video interview.

Whatever format you choose to present your customer's story, the goal will always be to highlight their personal success as a result of using your product or service. Share the case study with your subscribers in a broadcast email (like a blog newsletter) or as part of an automated email campaign (such as a welcome campaign).

Get easy access to the templates:

Check out the templates:

[The 'Product Case Study'](#)

[The 'Service Case Study'](#)



Product Case Study

Subject line

Here's how one customer is using [insert your product] to [insert the result or goal of using your product].

Body copy

Hi {!fiirstname_fix},

I'd like to introduce you to [insert your case study subject's name]. [Insert your case study subject's name] is [insert their occupation and/or other relevant info like age].

[He/she is or they are] trying to [insert their goal]. To do that, [he/she is or they are] using [insert your product].

So far, [insert your case study subject's name] has seen these results: [explain any positive results]. To accomplish their goals, [insert your case study subject's name] will continue using [insert your product].

Here's what other people are saying about [insert your product]: [Insert any quotes you have from people praising your business].

Want to try [insert your product] for yourself? Click here: [insert a link to your website here]!

If you have any questions, I'm here to help. Contact me today! [insert your contact information]

I can't wait to hear from you,

[insert your signature]

Service Case Study

Subject line

Here's how one customer is using [insert your service] to [insert the result or goal of using your service].

Body copy

Hi {!firstname_ fix},

I'd like to introduce you to [insert your case study subject's name]. [Insert your case study subject's name] is [insert their occupation and/or other relevant info like age].

[He/she is or they are] trying to [insert their goal]. To do that, [he/she is or they are] using [insert your service].

So far, [insert your case study subject's name] has seen these results: [explain any positive results]. To accomplish their goals, [insert your case study subject's name] will continue using [insert your service].

Here's what other people are saying about [insert your service]: [Insert any quotes you have from people praising your business].

Want to try [insert your service] for yourself? Click here: [insert a link to your website here]!

If you have any questions, I'm here to help. Contact me today! [insert your contact information]

I can't wait to hear from you,

[insert your signature]

CHAPTER 3

Nurture Campaigns

A nurture campaign is a type of automated email campaign that's main goal is to move prospective buyers closer towards making a purchasing decision.

These are commonly used among B2B inbound marketers, but can be applied to businesses in B2C as well.

At its core, a nurture campaign should highlight a problem subscribers have, introduce a solution, position your product/service as a way to attain the proposed solution and include supporting content to validate the decision to make a purchase. This campaign can be set up at the cadence of your choosing, but we recommend adding at least one to two days between each email in your sequence.

The main components of a nurture campaign should include the following:

EMAIL 1 Inform subscribers of a problem they have

Delay 2 days

EMAIL 2 Introduce the solution

Delay 2 days

EMAIL 3 Introduce your brand as being a unique and valuable way to attaining the solution

Delay 2 days

EMAIL 4 Focus on providing supporting content that will confirm the decision to purchase

Delay 2 days

EMAIL 5 Include customer case studies or testimonials for social proof

Delay 2 days

EMAIL 6 Include an exclusive offer to encourage a purchase



Get quick access to each of these emails here:

Check out the templates:

The 'Address a Problem'

The 'Introduce a Solution'

The 'Brand solution'

The 'Supporting Content'

The 'Case Study'

The 'Exclusive Offer'



Address a Problem

Subject line

Struggling with [insert challenge your subscribers face that your product/service solves]?

Body copy

Hi {firstname_fix!},

If you've struggled with [insert challenge your subscribers face that your product/service solves], you're not alone. I've had many [choose either: customers or clients] tell me they've faced similar challenges.

To help ease some of the frustration, I wrote an article on the topic, which you can read here [insert hyperlink to blog post]. I think you'll find it helpful because you'll learn how to easily [insert main takeaway from the blog post].

Hope you enjoy the read!

[insert signature]

Introduce a Solution

Subject line

The key to success lies within this email...

Body copy

I hope you enjoyed the blog post I shared in my previous email! But more importantly, I hope you were able to take one learning from the post and apply it to your business.

Although that's just one way to improve [insert challenge your subscribers face that your product/service solves], I wanted to introduce you to a [choose: product or service] that will make it even easier.

With [choose: product or service], you'll be able to [insert benefit #1] and [insert benefit #2].

To learn more about the ways [choose: product or service] can help, read this blog post to learn more [insert hyperlink to blog post].

Enjoy!

[insert signature]

Subject line

How can [insert your product or service name] help you?

Body copy

Meet [insert your product or service name]

In my last email, I introduced a general solution that can help address [insert challenge your subscribers face that your product/service solves].

Today I want to highlight all of the many ways in which my [choose: product or service], [insert your product or service name] gives you everything you need to be successful.

[Insert main benefit #1]

[Insert brief description]

[Insert link to relevant web pages]

[Insert main benefit #2]

[Insert brief description]

[Insert link to relevant web pages]

[Insert main benefit #3]

[Insert brief description]

[Insert link to relevant web pages]

If you have any questions, don't hesitate to ask! Just contact me by [insert your contact information] and I'll get back to you shortly!

If you're ready to [choose: purchase or sign up] for [insert your product or service name], go right ahead! You can also apply this exclusive promo code if you act now: [insert promo code or discount].

Click here to get it now [insert hyperlink to order page].

[Insert signature]

Supporting Content

Subject line

Discover if [insert your product or service name] is right for you!

Body copy

So you need a little time to think about whether or not [insert your business name] is right for you. And that's okay!

That's why I wanted to share some helpful resources with you and your team as you work on a decision:

[Insert link to resource #1]

[Insert link to resource #2]

[Insert link to resource #3]

As usual, don't hesitate to ask questions if you have any! Just contact me by [insert your contact information] and I'll get back to you shortly!

[Insert signature]

P.S. Already decided to give [insert your business name] a try? Click here to get it now [insert hyperlink to order page] and use this exclusive promo code [insert promo code or discount] to get it for [insert discount percentage or value].

Subject line

Act now and get [insert new discount value percentage] off!

Body copy

Hey {firstname_fix!},

I wanted to check in to see if you had a chance to review the resources I shared in my previous email. If you have any questions, ask away!

I also wanted to let you know of an even more exclusive offer I'm only giving away to my subscribers. Normally we only promote discounts up to [insert discount percentage from previous emails] off – but right now we're offering [insert your product or service] at just [insert new discount value percentage] off!

That's a savings of [insert dollar amount of savings]!

But to take advantage of this deal, you have to act now. It'll be over in just a few days!

I'm ready to act now! [insert hyperlink to order page]

You won't regret it!

[insert signature]



Start writing emails people love.

You're learning the key tricks to writing emails that will not only help you grow an engaged audience, but also your business. And we can't wait to see how you apply these templates to your own email strategies.

Since the team here at AWeber has been in the email marketing industry for over 18 years now, writing emails is *our thing*. And we want it to become something you feel like you can easily master, too.

That's why we created this guide in addition to our other email marketing resources, which includes [blog posts](#), [how-to articles](#), [videos](#), [webinars](#) and more. It's all done to help you get a little bit closer to achieving your dreams with email.

But writing great emails is only one piece of the greater email marketing puzzle. You also need a powerful email marketing platform to ensure your emails get to your audience.

To experience what simple email marketing (and great support) is really like, give us a try! Your first 30 days are on us.

Try AWeber free for 30 days



SELLING YOUR PRODUCT/ SERVICE

Directly promote your product or service in these dedicated emails, including ones focused on: general promotion, sale, flash sale, product update/announcement, affiliate promotion, follow up email, user-generated content, last-chance and B2B industry.

CHAPTER I

Selling a Product

There are countless ways to sell and promote a specific product. According to Direct Marketing Association, 66 percent of consumers have made a purchase as a result of an email, which beats out social and direct mail. As the most effective tool in your promotion warehouse, email strategy development will be key.

Since product sale emails are typically time-sensitive, you'll want to send these as broadcast emails. If you choose to include a promotional email with a promo code that doesn't expire within an automated email campaign, however, feel free to try that as well!

Whether your business is B2C or B2B, each of these templates can be applied to different audiences.

From flash sale emails to affiliate product promotion emails, there are a ton of ways to feature your awesome products.

Check out the templates:

The 'Promotion'

The 'Sale'

The 'Product Flash Sale'

The 'Last-Chance'

The 'Seasonal Sale'

The 'User-Generated Content'

The 'Affiliate Product Promotion'



Subject line

{!firstname_fix}, here's a deal I think you'll like.

Body copy

Hi {!firstname_fix},

Do you know about [insert your promotion]? I wanted to tell you a little bit about it.

[Insert your promotion] is a [insert what your promotion is about]. It will help you [insert what your promotion will teach or help your subscriber do]. And at [insert price of your promotion], it's a steal!

Click here to see for yourself: [insert name of your promotion and a link to buy].

Have questions? Get in touch! [insert your contact information]

Cheers!

[insert your signature]

Subject line

Get [insert percentage or dollar amount] off [insert product on sale] until [insert date sale ends]!

Body copy

Hi {!firstname_fix},

I wanted to let you know that all [insert products on sale] are on sale for just [insert price]! You get [insert what is included in the sale] for one low price.

Hurry - this sale ends [insert date the sale ends]!

[Insert your signature]

Subject line

[insert percent off] [insert product] - Available for a limited time only!

Body copy

Headline Limited Time Offer [insert hyperlink to product page]

Now [insert discount percentage] off!

We know you've been patiently waiting for the right time to buy. Well, this is it! Now's the time to treat yourself (or someone you love) to [insert product].

[insert product] usually sells for [insert original price]. For a limited time only, you can purchase this product for only [insert sale price]!

That's a savings of [insert savings percentage].

Sale ends [insert day sale ends], so hurry to get your savings! It's now or never.

[insert signature]

Subject line

[insert clock emoji] You're running out of time! Last chance to get [insert percentage off] off!

Body copy

Headline Last chance to get [insert product name] [insert hyperlink to product page]!

{!firstname_fix} – what are you waiting for?

[insert product] is selling out fast... at a great price. Don't miss your opportunity!

This originally sells for [insert original price], but get it now for only [insert sale price].

Why should you buy?

- [Insert product feature #1]
- [Insert product feature #2]
- [Insert product feature #3]

Hurry – you only have [amount of time] left!

[insert signature]

Subject line

Celebrate [insert season] with [insert sale, promotion, or your product]

Body copy

Hi {!firstname_fix},

[insert season] is a great time to [insert action you want readers to take]. Try [insert your product] today and get [insert seasonal promotion or sale discount].

Have questions? Get in touch today! [insert your contact information]
[insert your signature]

User-Generated Content

Subject line

Here's what people are saying about [insert your product]

Body copy

We talk a lot about our products and how awesome we think they are. But don't just take our word for it!

Read what our customers have to say about the [insert product name that customers are reviewing]:

[insert customer testimonial #1]

We think you're pretty great too, [insert name of customer].

[insert customer testimonial #2]

Thanks, [insert name of customer]!

We really love this one. [insert customer testimonial #3]

Want to create your own review? Get [insert name of product] now!

And guess what? We want to feature you in our next email. Leave us a review of your favorite product — we'd really appreciate it! [insert hyperlink or link to review page]

Until then, shop on!

[insert signature]

Affiliate Product Promotion

Subject line

An exclusive offer just for you!

Body copy

In order to create the [insert the name of your product(s)] for you, I use a lot of different resources to make it happen.

Some of you have asked about things like [insert the product you're promoting], and I wanted to tell you a little more about it – and give you an opportunity to purchase it at [insert percentage off/promotion] off!

About [insert the product name]

[Insert a description about the product]

[Insert how you use it for your business, including the time, cost and quality benefits]

See what [insert the product] can do for you!

[insert the company name of the product] is one of my favorite brands out there. And we've teamed up to offer you an exclusive deal so you can try it yourself at [insert percentage off/promotion] off!

Hurry, this promotion only lasts for [insert time frame for the promotion]!

Get it now! [insert hyperlink with your affiliate link]

[insert signature]

P.S. I sometimes partner with companies to provide my subscribers with exclusive deals or discounts on my favorite products. If you decide to purchase the [insert product name], please be aware that I will receive a small commission for introducing you to [insert the product].

CHAPTER 2

Selling a Service

Selling a service is similar to selling a product, but there are different nuances to consider when promoting it.

As a result, you'll want to take a different approach when crafting these emails. Most services are only valid for certain periods of time, and you'll need to communicate this in all of your messaging. This will also impact the kinds of promotions you create, and whether or not you need to remind customers to re-subscribe to your service or sign up for another one.

Whether your business is B2C or B2B, each of these templates can be applied to different audiences.

The types of promotional emails you can send to sell a service are similar to those that sell a product. Explore the options below for quick access.

Check out the templates:

[The 'Promotion'](#)

[The 'Sale'](#)

[The 'Product Flash Sale'](#)

[The 'Last-Chance'](#)

[The 'Seasonal Sale'](#)

[The 'User-Generated Content'](#)

[The 'Affiliate Product Promotion'](#)



Subject line

{!firstname_fix}, here's a deal I think you'll like.

Body copy

Hi {!firstname_fix},

Do you know about [insert your promotion]? I wanted to tell you a little bit about it.

[Insert your promotion] is a [insert what your promotion is about]. It will help you [insert what your promotion will teach or help your subscriber do]. And at [insert price of your promotion], it's a steal!

Click here to see for yourself: [insert name of your promotion and a link to buy].

Have questions? Get in touch! [insert your contact information]

Cheers!

[insert your signature]

Subject line

Get [insert percentage or dollar amount] off [insert service on sale] until [insert date sale ends]!

Body copy

Hi {!firstname_fix},

I wanted to let you know that all [insert services on sale] are on sale for just [insert price]! You get [insert what is included in the sale] for one low price.

Hurry - this sale ends [insert date the sale ends]!

[Insert your signature]

Subject line

[insert percent off] [insert service] - Available for a limited time only!

Body copy

****Headline**** Limited Time Offer [insert hyperlink to product page]

Now [insert discount percentage] off!

We know you've been patiently waiting for the right time to buy. Well, this is it! Now's the time to treat yourself (or someone you love) to [insert service].

[insert service] usually sells for [insert original price]. For a limited time only, you can purchase this product for only [insert sale price]!

That's a savings of [insert savings percentage].

Sale ends [insert day sale ends], so hurry to get your savings! It's now or never.

[insert signature]

Subject line

[insert clock emoji] You're running out of time! Last chance to get [insert percentage off] off!

Body copy

Headline Last chance to get [insert service name] [insert hyperlink to product page]!

{!firstname_fix} – what are you waiting for?

[insert service] is selling out fast... at a great price. Don't miss your opportunity!

This originally sells for [insert original price], but get it now for only [insert sale price].

Why should you buy?

- [Insert service feature #1]
- [Insert service feature #2]
- [Insert service feature #3]

Hurry – you only have [amount of time] left!

[insert signature]

Subject line

Celebrate [insert season] with [insert sale, promotion, or your service]

Body copy

Hi {!firstname_fix},

[insert season] is a great time to [insert action you want readers to take]. Try [insert your service] today and get [insert seasonal promotion or sale discount].

Have questions? Get in touch today! [insert your contact information]
[insert your signature]

User-Generated Content

Subject line

Here's what people are saying about [insert your service]

Body copy

We talk a lot about our products and how awesome we think they are. But don't just take our word for it!

Read what our customers have to say about the [insert the name of the service that customers are reviewing]:

[insert customer testimonial #1]

We think you're pretty great too, [insert name of customer].

[insert customer testimonial #2]

Thanks, [insert name of customer]!

We really love this one. [insert customer testimonial #3]

Want to create your own review? Get [insert name of service] now!

And guess what? We want to feature you in our next email. Leave us a review of your favorite product — we'd really appreciate it! [insert hyperlink or link to review page]

Until then, shop on!

[insert signature]

Affiliate Product Promotion

Subject line

An exclusive offer just for you!

Body copy

In order to create the [insert the name of your service(s)] for you, I use a lot of different resources to make it happen.

Some of you have asked about things like [insert the service you're promoting], and I wanted to tell you a little more about it – and give you an opportunity to purchase it at [insert percentage off/promotion] off!

About [insert the service name]

[Insert a description about the service]

[Insert how you use it for your business, including the time, cost and quality benefits]

See what [insert the service name] can do for you!

[insert the company name of the service] is one of my favorite brands out there. And we've teamed up to offer you an exclusive deal so you can try it yourself at [insert percentage off/promotion] off!

Hurry, this promotion only lasts for [insert time frame for the promotion]!

Get it now! [insert hyperlink with your affiliate link]

[insert signature]

P.S. I sometimes partner with companies to provide my subscribers with exclusive deals or discounts on my favorite products. If you decide to purchase the [insert service name], please be aware that I will receive a small commission for introducing you to [insert the service company name].



DEVELOPING LOYAL CUSTOMERS

After you've turned a subscriber into a customer, the work isn't done yet! Now's the time to delight them with valuable emails, including: product updates, birthday emails, thank you emails, and apology emails.

CHAPTER I

Delighting Customers

Motivating a prospect to purchase a product or service can require a lot of effort – but the same can also be said once they’re an official customer, too.

Even though they’ve made a single purchase, you need to continue contributing to the relationship by delivering valuable emails.

The more positive interactions they have, the more likely they’ll be to purchase from you again. The great experience should remain consistent after the sale.

Check out the templates:

The ‘Product/Service Update’

The ‘Birthday’



Product/Service Update

Subject line

Announcing [insert your product update/service or announcement]!

Body copy

Hi {!firstname_fix},

I'm excited to announce [insert your business or blog name]'s all-new [insert update].

The new [insert update] will help you [insert explanation of how it will help your readers]. I think you'll love it.

What are you waiting for? Click here [insert a hyperlink to the product/service page] to check out [insert your product update] for yourself!

[Insert your signature]

Subject line

Happy birthday to who? To you!

Body copy

{!firstname_fix}!

Happy birthday from **[insert your company name]**!

Today, on your birthday, it's us who are making a wish: we wish you a wonderful day and and a fantastic year.

We want to keep the excitement and festivities going—celebrate with us whenever you want. Check out what's new and awesome, anytime and anywhere you want **[insert hyperlink or link to your new features or "about" page]**.

Enjoy your special day and we hope the next year brings you happiness and success in your **[insert your industry]** endeavors.

Cheers,
[insert your signature]

CHAPTER 2

Dealing with Unhappy Customers

Running your own business can be an amazing experience, but when you put yourself out there, mistakes will happen. Customers will occasionally be unhappy. But that isn't the end! You can take a bad scenario and turn it into a positive for your customers.

All you have to do is prepare your communication, whether it's through email, social or face-to-face.

Although there can be a variety of situations where you might have to deal with unhappy customers through email, we've included two different templates in this guide. The first one is a general apology email if something goes wrong that's out of your control, and the second is for situations where you made a mistake.

In each email, it's important that you communicate the error and offer a genuine apology for what happened.

After that, the best way to help repair the relationship and earn back trust is to offer an exclusive freebie.

Check out the templates:

[The 'Apology'](#)

[The 'Oops!'](#)



Subject line

It looks like something went wrong!

Body copy

Sorry about that, {!firstname_fix}!

It looks like something went wrong with [insert specific problem]. Our team [choose: is working hard to fix it/has worked hard to fix it]!

As a thank you for being such a great (and patient!) [choose: customer/client], I want to give you this free [insert exclusive promotion].

If you have any questions, please contact me by [insert contact information].

[insert your signature]

Subject line

Oops! Here's the [insert correction that was made]

Body copy

Looks like we accidentally [insert mistake made in previous email]! This happened as a result of [insert reason for error].

Here's the correct [insert information such as correct link or content detail].

As part of our apology, here is a bonus [insert free content/promo or extended promo]!

For more information, click here to learn more [insert hyperlink to relevant page].

Enjoy!

[insert signature]

CHAPTER 3

Turning Customers into Brand Advocates

One great result of delivering value to customers through email is that you're able to turn them into loyal fans of your brand. As you create positive experiences for customers, you also work towards transforming them into advocates who will promote your brand to their friends and families.

Even though you can share the benefits of your product or service, people want to hear from others like them to confirm that you're as trustworthy as you claim. Customer testimonials have become essential to the success of a business with the rise of review sites where consumers can provide testimonies of their own experiences with brands.

If you've been consistently delivering great customer experiences both in and outside of the inbox, then you've earned the opportunity to ask for something in return.

There are a number of ways in which you can incite brand advocacy through email. Two of the most common are the contest email and one that asks customers to post a review of their experience with your brand.

In each email, be sure to thank customers for their loyalty to convey your appreciation for them. As you ask them to participate in providing feedback of your brand, consider ways in which you can reward them.



A contest, for example, is a great way to encourage people to share your content or a picture with your product in exchange for a chance to win a prize. The sky's the limit with how creative you can get! Make it fun for customers, and they'll reward you for it.

Get quick access to the brand advocacy templates here:

Check out the templates:

[The 'Post a Review'](#)

[The 'Enter a Contest'](#)



Post a Review

Subject line

Let others know what you think

Body copy

Hi {!firstname_fix},

This is [insert your name] from [insert your company name]. We are writing about your recent order of [insert the product ordered here].

I hope you absolutely love the product, and that it is everything you hoped and dreamed of. If you encounter any issues at all with your purchase, please don't hesitate to reach out by replying to this email, and we will be more than happy to make it an awesome experience for you.

I would really appreciate if you could take just a few minutes to share your thoughts with other people interested in purchasing the [insert product/service name] on [insert link to page where they can leave a review, such as Amazon].

Thank you so much for your help,
[insert your signature here]

Enter a Contest

Subject line

You're so close to winning [insert prize]!

Body copy

Headline We see winning in your future

Hey {!firstname_fix},

We are so excited to launch our [insert contest name] contest and let you know that you have a chance to win [insert prize].

Yes, you read that correctly. [insert prize]. And it could be yours!

Here's how you enter:

1. First, [insert first step]
2. Then, [insert next step]
3. Finally, [insert last step]

And that's it!

We wish you the best of luck!

[insert signature]



MAINTAINING A HEALTHY EMAIL LIST

Sending great emails isn't just about the content you send, it also depends upon the ways in which subscribers interact with them! Discover the emails you can send to keep quality subscribers, such as survey emails and re-engagement campaigns.

CHAPTER I

Asking for Feedback in a Survey

The most important rule to keep in mind when writing emails is delivering value, and feedback gives you a chance to understand how well you're doing that.

In addition to re-engagement email campaigns, we encourage you to send emails that allow you to collect feedback from your subscribers on the content you send. This will give you a chance to optimize your emails and deliver more content they're interested in, which reduces the risk of them growing disinterested in your content.

Get quick access to each type of survey email template:

Check out the templates:

[The 'Incentive Feedback Survey'](#)

[The 'Emails Feedback Survey'](#)



Incentive Feedback Survey

Subject line

We want to hear from you!

Body copy

*****Headline***** Share your feedback

Hi {!firstname_fix},

I hope you had a chance to check out the [insert name of incentive content]. If not, there's still time to! Download the [insert name of incentive content] here.

If you've already read it, I'd love to hear what you think. That's why I created this short survey to make it easier for you to share your feedback: [insert survey link here]

It should take less than [insert time to take survey] to complete, and it'll allow us to make improvements in the future.

Take the survey [insert hyperlink with the link to your survey]

Thank you!

[insert your signature]

Email Feedback Survey

Subject line

{!firstname_fix}, I want your feedback.

Body copy

Hi {!firstname_fix},

Do you have a minute to spare?

I hope you've been enjoying these emails so far, but I wanted to see if there's anything else we can deliver!

I have a short [insert number]-question survey I'd like you to fill out. Your feedback will help me deliver better updates to your inbox every [insert day, week, other week, month, etc].

Click here to take the survey. [insert hyperlink with the link to your survey].

Thanks for your help!

[Insert your signature]

CONCLUSION

Write Engaging Emails

Now that you have everything you need to send awesome emails, there's only one thing left to do: get started!

The sooner you start writing and sending emails, the sooner you can build lasting and profitable relationships with subscribers. And we hope these templates provide a good starting point for your future emails!

Ready to start sending emails that help you grow your audience and business?

Try AWeber today!

Get started now

Already an AWeber customer? [Log in now to create an email.](#)



ABOUT AWEBER



AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Ann Handley.

Today, more than 100,000 businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:

