



3-Email Sample Pack

*PLEASE NOTE: If you're reviewing these as part of our free sample pack, remember — we'll rewrite all three emails to match your brand/voice/audience at **no cost**! Just call us to get started: (310) 620-1816*

Email 1 — To Re-Engage With Past Customers

Subject Line Options:

- A quick thank you (plus something new)...
- We've been thinking about you!
- Can we help you with anything today?

Body Text:

Hi [FIRST NAME],

It's been a bit since we last connected, so we just wanted to say thank you for being part of the [BRAND] community.

Over the past few months, we've added and improved a few things — many of them based on actual customer requests:

- [Update #1] — helps with...
- [Update #2] — perfect if you...
- [Update #3] — especially popular for...

If you've been thinking about replacing, upgrading, or trying something new, now's a great time. Just let us know what you're hoping to solve, and we'll find a quick, customized recommendation that fits your needs — simple, honest, and helpful.

[CTA: [CLICK HERE TO RECONNECT/SEND US A MESSAGE!](#)]

And remember, we're always here whenever you need us!

Warmly,

[YOUR NAME / BRAND]

Email 2 — To Tell Your Story + Share Your Brand's Value (*Trust Builder*)

Subject Line Options:

- A quick story for you...
- This reminded us of you today...
- Something small that made a big difference!

Body Text:

Hi [FIRST NAME],

Last week someone came in unsure about which [YOUR PRODUCT CATEGORY] to choose. After a short conversation, it turned out they'd been postponing buying [PRODUCT] because they weren't sure which one was the best. They just wanted a simple recommendation based on *their* needs — not a long list of options.

So we walked them through a couple options, and they went from feeling overwhelmed, to saying "*I wish I'd asked sooner.*"

If you're feeling unsure about anything — curious, overwhelmed, or just browsing — just tell us what you're looking for. We'll gladly point you in the right direction with real advice, not sales pressure.

[CTA: [CLICK HERE TO CONTACT US/SEND US A MESSAGE!](#)]

Talk soon,

[YOUR NAME / BRAND]

Email 3 — Soft Promotion + Clear Benefits To Reach Out To NEW Customers

Subject Line Options:

- If we haven't met yet, here's something for you...
- A quick hello (plus something that might help you)...
- New here? This might be the perfect place to start!

Body Text:

Hi [FIRST NAME],

If we haven't met yet — welcome. We're really glad you're here.

Most new customers tell us the same thing: they aren't quite sure where to begin. So we like to start by putting together a quick recommendation to help make your first experience with [YOUR BRAND] easy and stress-free.

Here's what most new customers like to begin with:

[YOUR STARTER PRODUCT/SERVICE]

- Helps with: [Clear, relatable benefit]
- Most-loved feature: [Specific proof point]
- Why it's a great first step: [Low-risk, simple explanation]

If you want a quick recommendation for your specific needs, just tell us what you're looking for — we're here to help you make the best choice.

[CTA: CLICK HERE TO CONTACT US/SEND US A MESSAGE!]

Thanks again for giving us a look! We hope we can help make [DESIRED OUTCOME] a little easier for you.

Talk soon,

[YOUR NAME / BRAND]