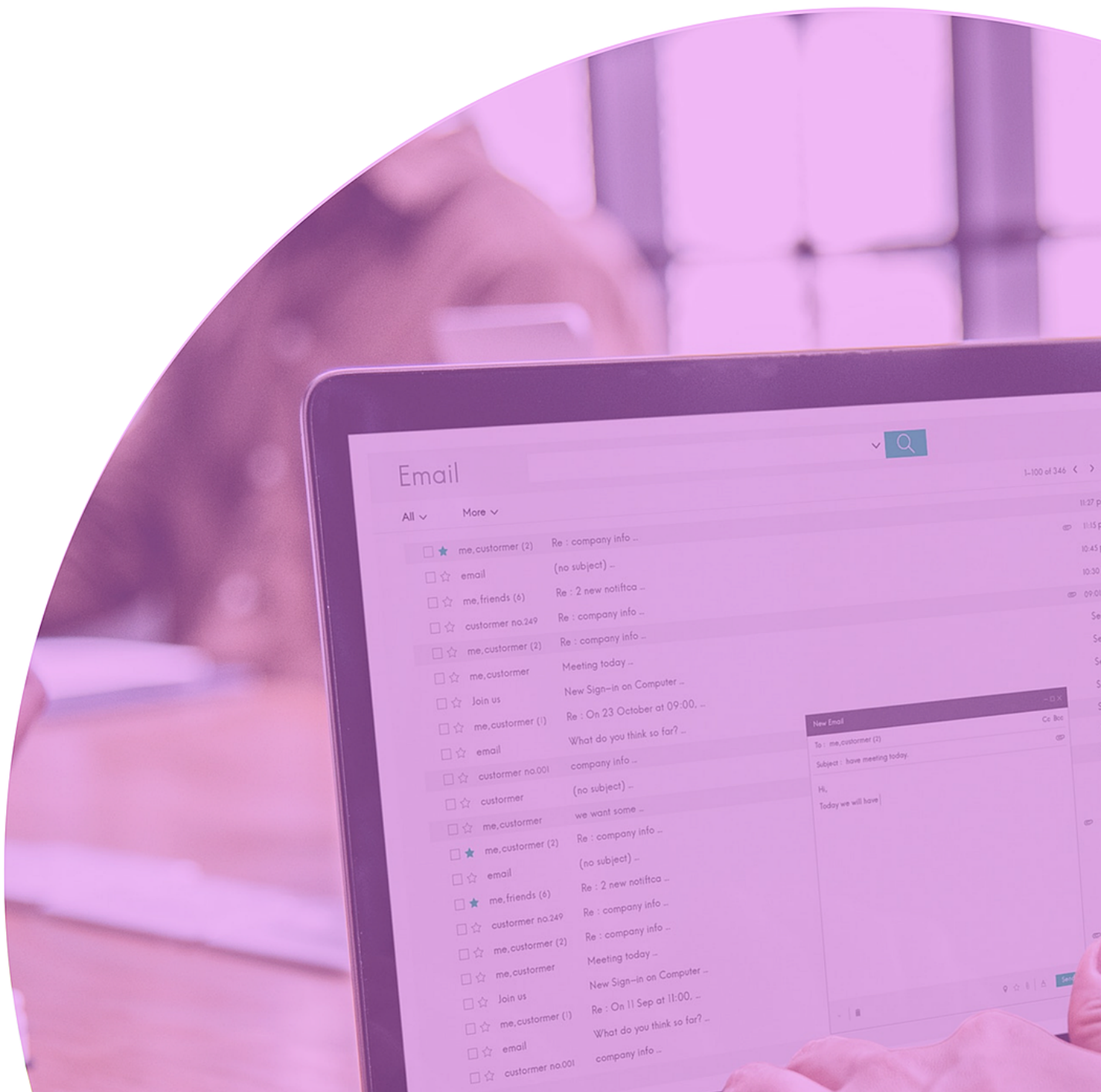




# Business Services Email Templates

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Email

1-100 of 346

All More

- ★ me.customer (2) Re : company info ...
- ☆ email (no subject) ...
- ☆ me.friends (4) Re : 2 new notiftca ...
- ☆ customer no.249 Re : company info ...
- ☆ me.customer (2) Re : company info ...
- ☆ me.customer Meeting today ...
- ☆ Join us New Sign-in on Computer ...
- ☆ me.customer (1) Re : On 23 October at 09:00, ...
- ☆ email What do you think so far? ...
- ☆ customer no.001 company info ...
- ☆ customer (no subject) ...
- ☆ me.customer we want some ...
- ★ me.customer (2) Re : company info ...
- ☆ email (no subject) ...
- ★ me.friends (4) Re : 2 new notiftca ...
- ☆ customer no.249 Re : company info ...
- ☆ me.customer (2) Re : company info ...
- ☆ me.customer Meeting today ...
- ☆ Join us New Sign-in on Computer ...
- ☆ me.customer (1) Re : On 11 Sep at 11:00, ...
- ☆ email What do you think so far? ...
- ☆ customer no.001 company info ...

New Email

To : me.customer (2)

Subject : have meeting today

Hi,

Today we will have

# Introduction

---

We're glad you liked the templates and wanted to take a copy for your hard drive!

These emails were made to help B2B businesses better communicate with their prospects and clients.

If you haven't tried Gist for your organization, we'd love for you to try us out. Our platform handles all the vital marketing, sales and support needs — in one place.

Best,

*The Gist Team*

# Table of Contents

Here's a quick table of contents to help you see the templates at a glance.

- Welcome Subscriber
- Cold Email Outreach
- Pain Highlight
- Call Scheduling
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- Merger/Acquisition
- Webinar Invite
- Bonus Content
- New Content
- Survey Announcement
- Contest Announcement
- Referral Request
- Live Event
- Content Curation
- Case Study

# Welcome Subscriber

---

Most business services have a blog (which is awesome), but to really stand out, you'll want to have both a good welcome and a series of trust building emails.

• • •

To: [Recipient's email address]

Subject: Welcome to the Family/Community!

Hi {{subscriber.first\_name}},

Glad the content has inspired you to sign up!

I'm/We're really trying to create resources that {Insert target demographic} can use to {Insert common desire of target demographic}.

{Key topic(s)} is what we live and breathe for a living.

Want to know more? You can click here to find out exactly what {Company name} hopes to accomplish with our content and services. [Or another resource/landing page]

You can even set up a consultation. Interested?

Quickly head to {Desired location} by clicking right here.

Best,

{{Your Name}}

# Cold Email Outreach

---

One of the best ways for a business services company to grow is to cold email targeted prospects.

• • •

To: [Recipient's email address]

Subject: Problem with {Company Name}'s {Core Topic} [For instance, if you're selling site design: Problem with Gist's UX]

Hi {{subscriber.first\_name}},

How much does {key pain point} cost you every year?

After {years} of working with businesses just like {target company name}, I've been able to quickly save other {target role} time, effort and money.

Would you be interested in a {time frame. e.g. 15 minute} consultation, {First name}?

It would include a report that highlights changes that competitors like {Insert competitor} are making to their businesses.

Set up an appointment that fits best into your schedule, right here.

Best,

{{Your Name}}

# Pain Highlight

---

Pain is a great way to get people listening to your potential solution.

• • •

To: [Recipient's email address]

Subject: Panic strikes every time

Hi {{subscriber.first\_name}},

You know the feeling.

Whenever {Panic inducing pain point}, it can cause the most experienced {Target role} want to call in sick.

Let me guess.

- {First Pain highlight}
- {Second Pain highlight}
- {Third Pain highlight}

It doesn't have to be this way. In fact, we created {Resource type/title} to help {Target role}s just like you, {First name}.

Click here to {Insert CTA}.

Best,

{{Your Name}}

# Call Scheduling

---

After a lead shows they're interested, it's time to ask for a meeting.

• • •

To: [Recipient's email address]

Subject: Thanks for Attending/Reading/Downloading [One of the best times to email is after a lead has interacted with some good Middle of Funnel content]

Hi {{subscriber.first\_name}},

Just wanted to reach out and say thanks for {Insert action completed by lead}.

What did you think?

If you had a few minutes, I'd love to get your feedback and maybe work through exactly how {Company name} can benefit from our experience.

You can choose the best time for you, right here. Or, just reply to the email.

Let me know, {First name}!

Best,

{{Your Name}}

# Video Email

---

Sending videos in emails is getting easier, but it can still be tricky.

• • •

To: [Recipient's email address]

Subject: Video: {Title of video OR a play on the title/content}

Hi {{subscriber.first\_name}},

We just released an awesome new {Video type (Explainer, vlog, etc.)}.

You can click here to watch it on the site, or watch it right here from the comfort of your inbox.

Let us know what you think!

Best,

{{Your Name}}



# Merger/Acquisition

---

Merger/Acquisition So many founders want that coveted exit strategy. Or, they want to remain in the company without ever worrying about money again. So, they sell.

If you have sold, hope to sell or want to scoop up companies like Michael Douglas in Wall Street – here are a couple of templates to help.

• • •

To: [Recipient's email address]

Subject: Video: {Company Name} is now a part {Company Name}

Hi {{subscriber.first\_name}},

We are so excited to announce that the awesome team at {Company Name} are now a part of the {Your Company Name} family!

What this means for {Your Company Name} users:

{Change Details}

What this means for {Acquired Company Name} users:

{Change Details}

[OR]

It's important to know that you will not see any loss of benefits and services. {Acquired Company Name} is awesome, which helped us in our decision to add it to our growing company.

To the Future,

{{Your Name}}

# Webinar Invite

---

Webinars are still very effective and having one could be a way to engage your list or even cold email prospects.

• • •

To: [Recipient's email address]

Subject: Webinar: {Title/Benefit of Webinar}

Hi {{subscriber.first\_name}},

Want to find out how your competitors, like {Competitor Name} are {Insert desirable result}?

Over the past {Number of years}, {Your Company Name} has helped companies just like {Lead's Company Name} achieve results.

We've compiled our best strategies and are giving them away in an invite-only webinar this {day/time}.

It's a live webinar and we'll try to publish a replay, but it will only be available to those who register.

You can register right here. (Be sure to check out all of the bonuses for those who show up to the live presentation. :)

Best,

{{Your Name}}

# Bonus Content

---

Multiple lead magnets can help you draw a larger target audience and show off the different facets of your services.

• • •

To: [Recipient's email address]

Subject: Our Complete Resource Roster

Hi {{subscriber.first\_name}},

Now that you're a subscriber, we'd like to show you all of the resources we've put together exclusively for our community.

You may have signed up for one of our {Tools, guides, etc}, but there's more content we've made.

Here's the list, feel free to {visit/download} any and all you'd like.

- {Resource Title}  
  {Synopsis}
  
- {Resource Title}  
  {Synopsis}
  
- {Resource Title}  
  {Synopsis}

We hope you find them all useful. If you do, be sure to share with your friend and help our community grow!

Best,

{{Your Name}}

# New Content

---

It's likely that your blog topics are interesting to your target buyers. If so, sending them regular emails with new content is a great way to drive traffic and build trust with your email list.

• • •

To: [Recipient's email address]

Subject: {Title of blog or Concept the blog covers/answers}

Hi {{subscriber.first\_name}},

{Description of the topic, highlighting the question the blog answers, etc.}

In today's post [May want to link to the post on "today's post"], you'll find:

- {First Bullet point of blog post content}
- {Second Bullet point of blog post content}
- {Third Bullet point of blog post content}

Click here to read the post [You can also use a tool, like Gist, to add a button that says "Read the Post"]

Best,

{{Your Name}}

# Survey Announcement

---

Surveying your current clients can help you better serve them and future clients. And surveying leads on your list can help you nurture them into becoming clients.

• • •

To: [Recipient's email address]

Subject: Psst. Can we get your opinion?

Hi {{subscriber.first\_name}},

It would be amazing if you could take {Approximate survey time} to tell us {Quick reason for the survey}.

Here's the link for the survey.

You may be thinking, "But why are you surveying?"

Here's the specific reason for this survey:

{Insert further explanation of the survey reasoning}.

Make sense? Here's that link again. Taking the survey really helps us and we appreciate it!

Best,

{{Your Name}}

# Contest Announcement Contest Sequence

---

Running a contest is a strategy being used by many top companies. To really see the exponential growth, you'll want to use your current list to kick off your contest to the world.

• • •

To: [Recipient's email address]

Subject: We're Having a Contest!

Hi {{subscriber.first\_name}},

We're so excited about {Big initiative/change/launch}!

To celebrate, we're giving away {Prize(s)}!!

Want to enter for a chance to win? Here's how

{Contest Registration Details}

To view the full terms and conditions, click here. We're excited about the competition and hope you are too!

Best,

{{Your Name}}

# Referral Request

---

Getting referrals can significantly increase your revenue with less effort than winning new clients to your services. That said, you have to make the effort to ask your users to refer you to their colleagues.

• • •

To: [Recipient's email address]

Subject: Know anyone?

Hi {{subscriber.first\_name}},

By now, I/we hope you're seeing the potential and even experiencing the results of the {Company Name} services.

Here's the ask: Know anyone who would also love {Company Name}?

You're awesome and we want to serve more people like you!

Plus, referrals are how a company like ours can grow without high price ad spend and cost increases. And if you know someone you'd like to refer, it just takes two easy steps:

- 1: Forward this email to the person/people and introduce us
- 2: Give them our/my name and number

Thanks for considering the referral!

Best,

{{Your Name}}

# Live Event

---

Putting on or going to a live event is a great way to build a solid community of brand ambassadors.

But you have to get them to show up to your meetups. One of the best ways is via an email sequence.

• • •
To: [Recipient's email address]
Subject: Come See Us at {Conference Name}!
Hi {{subscriber.first_name}}, It's official, {Company Name} will be {What you're doing at the conference (i.e. attending, having a booth, keynoting)}. We want to meet you! If you're interested, we'll be at {Place/Time}. The venue isn't huge, so we'd like to hear from you if you plan on stopping by. You can hit reply or let us know right here. Best, {{Your Name}}



# Content Curation

---

Get new blog subscribers crawling through your content by curating your best posts.



To: [Recipient's email address]

Subject: Our Best {Topic} Content in One Place

Hi {{subscriber.first\_name}},

Every piece of content should be the best we can possibly put out. But some blog posts perform better than others.

We're not upset about it at all. In fact, we want to show off those posts people have enjoyed – particularly about {Topic}.

To help, we've put together this "hub" of all things {Topic} and hope you enjoy it too!

[You can link to a hub page or have a list of 3-4 titles/synopsis in the email.]

- {Blog Title}

{Synopsis}

- {Blog Title}

{Synopsis}

- {Blog Title}

{Synopsis}

Best,

{{Your Name}}

# Case Study

---

One example that builds trust with your list and shows off your skills is to provide case studies right in your leads inboxes.

• • •
To: [Recipient's email address]
Subject: How {Company Name} Increased/Decreased {Core benefit} by {Specific Number/Percentage}
Hi {{subscriber.first_name}}, One of the biggest success-drivers in the {Target Industry} industry is {Key metric}. {Company name} set out to improve their {Key metric} and with {Your Company Name}'s help – they did just that and more. Click here to see exactly how {Company name} exceeded their goals. Best, {{Your Name}}



## Want a Closer Look?

You can watch a walk through of all the Gist Platform has to offer. Or, you can even try it for free, [right here!](#)

WATCH THE DEMO!