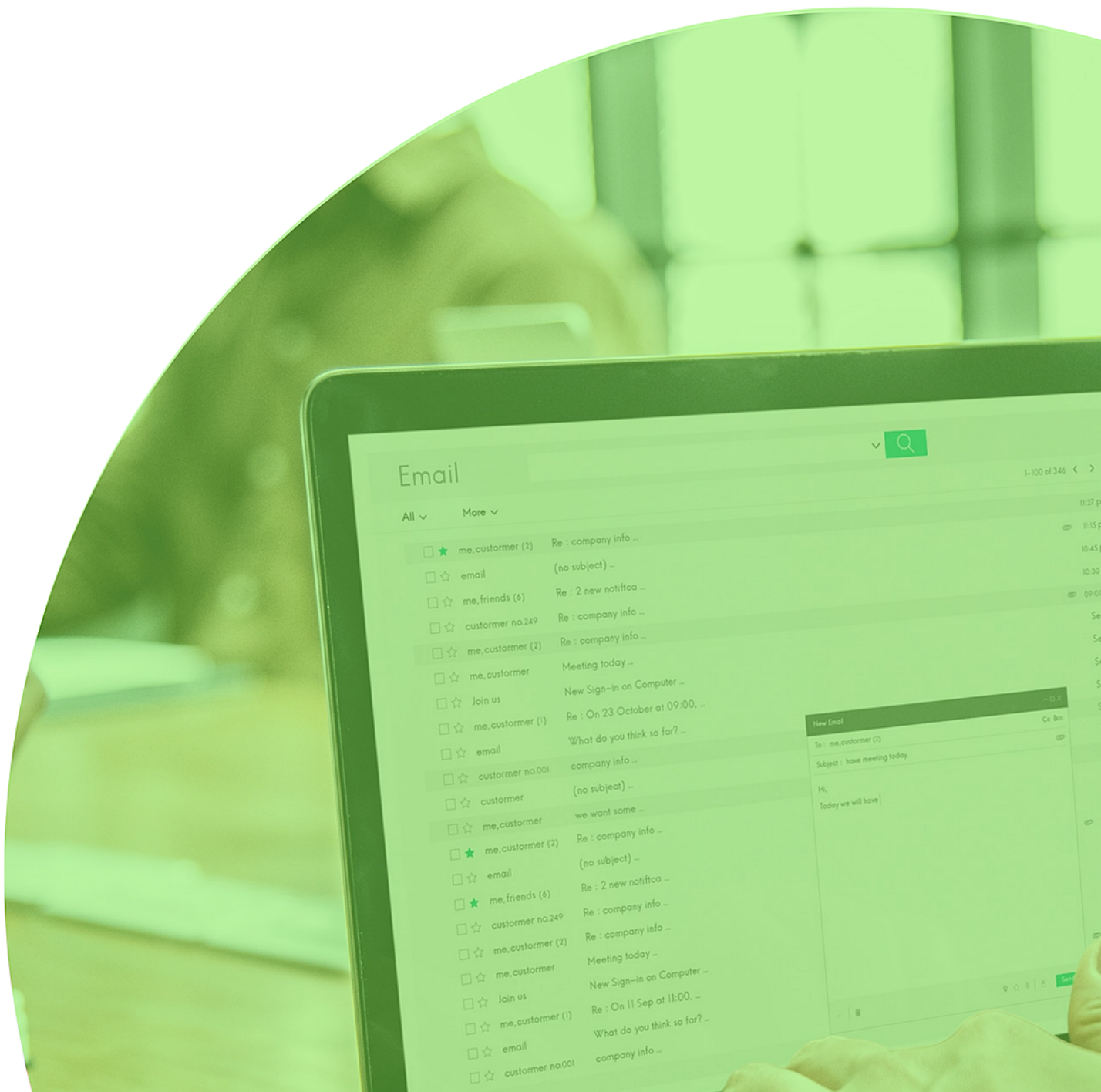




Home Services Email Templates



Introduction

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

These emails were made to help local service-based businesses better communicate with their customers.

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

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

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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}}

Discount/Scarcity

We know that SaaS is an ongoing product that isn't limited, but prices can go up and deals can go away.

• • •

To: [Recipient's email address]

Subject: [Something that describes the contents of the email]

The intention was for last night to be the end of the {Offer/Sale/Discount}

But since {Insert reason for delay} and my dev team hasn't yet pushed the update to take it down. So, it's still technically available.

I figured I would do something really "markety" and send this one last chance email :)

We will be pushing the update live first thing tomorrow morning to remove the {Offer/Sale/Discount}

Want {Description of sale/discount}? Then get it today while you still can.

Here's what {Offer/Sale/Discount} Includes:

Here's what is coming in the future...

1. {Planned feature}
2. {Planned feature}
3. {Planned feature}

Here's what you need to know...

{More details behind the offer}

This is it...for real... :)

Tomorrow morning, the app will be updated to reflect this as well.

We look forward to having you along for the journey!

Cheers,

{Your Name}

Case Study



To: [Recipient's email address]

Subject: How {Company Name/Person} 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/person} set out to improve their {Key metric} and with a little help – they did just that and more.

[Click here](#) to see exactly how {Company name/person} exceeded their goals.

Best,

{{Your Name}}

Demo Pitch

Another “closer” type email, demos are the bread of butter of many SaaS companies sales strategy. These should be offered toward the end of the buying cycle. If a knowledgeable rep can walk qualified prospects through – it’s way more likely they’ll buy.

• • •

To: [Recipient's email address]

Subject: Can I/We Show Your Around?

Hi {{subscriber.first_name}},

It takes knowing all of the details to make a good decision. Maybe you’re considering {Product Name}, but want to see it up close and personal.

If that’s the case, I want to offer you a chance to do just that. On your schedule.

To book a time for a walkthrough, check out the calendar and choose the date/time that works best around your schedule.

Here’s what to expect:

{Description of what a demo with you entails.}

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}}

Survey Request



To: [Recipient's email address]

Subject: Line: 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}}

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 {Event 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}}

Contest Announcement

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/lauch}!

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}}

Bonus Content



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}}

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}}

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: {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}}

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}}

Referral Request

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



To: [Recipient's email address]

Subject: Are you loving {Product Name}?

Hi {{subscriber.first_name}},

By now, we hope you're seeing the potential and even experiencing the benefits of {Product Name}.

We're working hard to continue improving the current product and have some exciting plans for the future.

Here's the ask: Know anyone who would also love {Product 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
2. Ask them to click this link

Thanks for considering the referral!

Best,

{{Your Name}}

Lead Magnet Delivery

If someone signs up for your free resource, you'll have to give them access, right? An email helps them to save it for later.

• • •
To: [Recipient's email address]
Subject: Delivery: {Resource title}
Hi {{subscriber.first_name}}, As promised, here's {Resource title}. {Instructions to obtain lead magnet.} 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!