



Personal Brand Email Templates



Email

1-100 of 346

All More

- me_customer (2) Re : company info ...
- email (no subject) ...
- me_friends (6) 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 (6) 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 those building their personal brand better communicate with their audience.

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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Welcome Subscribers



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}}

Speaking Engagement



To: [Recipient's email address]

Subject: Speakers at {Event Name}

Hi {{First name}},

Are you looking for speakers to fill spots at {Event name}?

(Figured I wouldn't waste your time and get right into the ask.)

If you are looking, I would love it if you'd consider me for a spot.

After researching past events, and considering my own experience, I've come up with the concept of what my talk would be.

{Insert succinct synopsis}

Interested? You can book a time with me here where we can discuss things further.

Best,

{{Your Name}}

Mentorship Email



To: [Recipient's email address]

Subject: Your Goals, Achieved Faster

Hi {{subscriber.first_name}},

{Number of years} years ago, I started out {description of field of work}.

Oh, the amount of time I could have saved if I only had a mentor.

[OR]

There is no telling how much longer it would have taken me if I didn't have great mentors guiding me.

Because of this, I've been mentoring [or have decided to start mentoring] people who may be just like I was at the beginning of my journey.

Could you benefit from mentorship?

{CTA}

Best,

{{Your Name}}

Call Scheduling



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}}

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}}

Webinar Promotion



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}}

Email Course

There are a ton of Lead Magnets, but one of the simplest and most popular options is the email course.

• • •
To: [Recipient's email address]
Subject: Day One: {Lesson Title}
<p>Hi {{subscriber.first_name}},</p> <p>Welcome to the first email in {Title of course}.</p> <p>Brief: In today's lesson {Give synopsis of lesson}.</p> <p>Content:</p> <p>{Write the content of your lesson. Be sure to keep sentences/paragraphs short and write it like and very actionable blog post}.</p> <p>Homework:</p> <p>Now that you have the lesson, it's time to put it to action. Here's what you can do before the next email gets to your inbox.</p> <ol style="list-style-type: none">1. {First Action point}2. {Second Action point}3. {Third Action point} <p>Best,</p> <p>{{Your Name}}</p>

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}}

Survey Announcement



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}}

Survey 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}}



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!