

The Five Emails Every Business Needs

The It was Nice to Meet You Email

The Let's Reconnect Email

The Pain Point Relation Email

The Here's My Offer Email

The Thank You, Review Me, Refer Me Email



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Some guidelines for the Evolved Email MarketingSM emails you write and some other random advice:

- Personalize the email with the person's name.
- Use brand appropriate language — friendly for friendly business, professional for professional, etc.
- Use short sentences and short paragraphs. They make it easier for readers to skim your email.
- Even “designed” marketing emails should be predominantly text to ensure the best deliverability.
- Use YOUR NAME and yourname@yourbusiness.com in the from line even when you send emails through email marketing software.
- Use the KISS principle “Keep it Stupid Simple.” Give exact instructions on the next step including links, numbers, emails, etc.
- When you add http:// or https:// before a link, it will become clickable to that link.
- A CRM software and professional strength email marketing (either with the CRM or separately) will help you be better at Evolved Email MarketingSM but they are NOT necessary to get started.

The *It Was Nice to Meet You* Email

In business you're always meeting people! How often does this happen to you: You make a connection at a networking event, — or heck, at the grocery store — you get a business card ... and then it sits on your desk untouched again. This email is all about stopping that Follow-up Failure! Send this email the day after you meet someone.

SUBJECT LINE: It was nice to meet you [last night, at the event, etc]!

Hi [First Name],

It was so nice to connect with you at [remind them where you met].

[In this paragraph mention a point about your conversation (don't use the *As per our conversation* to start the sentence!) that will trigger a shared memory for them. For example: *I'm still laughing at your story about the old man and the shoe.*]

I wanted to pass on my contact information to you [again]:

Yourwebsite.com
youremail@email.com
888.888.8888

Soft Suggestion:

If you'd like to get together for [coffee, a zoom meeting, a sales pitch, etc], [reply to this email OR click my calendar link OR email my assistant]

More Direct Suggestion:

Let's get together to discuss ...

Please schedule a time on my calendar ...

I am open Wednesday at 3 pm if you'd like to meet for coffee ...

Thank you,
YOUR NAME

The *Let's Reconnect* Email

So it happened, you failed at follow-up. Don't beat yourself up, take a moment to send out a reconnection email and there's a good chance you'll be back on track. This email works much like the "It was Nice to Meet You" email, with a slight twist.

SUBJECT LINE: I'd Like to Catch up with You OR Remember me? OR Let's Reconnect

Hi [First Name],

It has been a while since we connected at [Remind them where you met. If you can't remember, just stop at *It has been a while since we connected.*].

As a reminder, I am [tell them your position and business]

[If you can remember a connection point from your conversation, insert it here.]

I wanted to pass on my contact information to you again:

Yourwebsite.com

youremail@email.com

888.888.8888

Soft Suggestion:

If you'd like to get together for [coffee, a zoom meeting, a sales pitch, etc], [reply to this email OR click my calendar link OR email my assistant]

More Direct Suggestion:

Let's get together to discuss ...

Please schedule a time on my calendar ...

Thank you,

YOUR NAME

The *Pain Point Relation* Email

Pain points are often the first point of connection we can have with a potential customer. They are what drive our customers to seek out the solution our business provides. Having an email ready that reinforces in the potential customer your understanding of their pain point — and how you will relive it — makes the consideration process easier.

SUBJECT LINE: Does [pain point] challenge you?

Hi [First Name],

When I talk to my customers, their number one challenge [alternatives: pain point, complaint, concern, etc.] is [state the pain point and describe it briefly].

Can you relate?

I'd like to share the story of a recent customer in hope that it will inspire you. [Share a recent success story. Be sure to state the before and after and what you business did to facilitate the transformation].

Soft Suggestion:

If you'd like to get together for [coffee, a zoom meeting, a sales pitch, etc], [reply to this email OR click my calendar link OR email my assistant]

More Direct Suggestion:

Let's get together to discuss ...

Please schedule a time on my calendar ...

Thanks

YOUR NAME

*The **Here's My Offer** Email*

Your offer email is the email you reserve for the right time — when the potential customer knows you and you've built a bit of a relationship. Timing is everything with this email.

SUBJECT LINE: An offer for you. OR Are you ready to [overcome a pain point or reach a gain point] OR An invitation for you ...

Hi [First Name],

I have an offer I know you'll find interesting.

[state your offer clearly]

To take advantage of this opportunity, [give them exact steps (preferably STEP) including links, phone numbers, etc.]

If there's anything I can do for you right now, please do not hesitate [to reach out OR schedule a Zoom call with me OR call me at 888.888.8888].

Thank you!

YOUR NAME

The Thank You, Review Me, Refer Me Email

This email should be sent at the moment the client is the most satisfied and most likely to offer their social proof for your business. Before you begin this email, be sure to have a review link ready for where you want the review created. CHOOSE 1 REVIEW link and one only. Options are

Google Reviews (learn to get your link here: <https://youtu.be/8kruh7K7ffQ>).

Linkedin Recommendations send them to your profile.

Facebook Reviews (use the link: <https://www.facebook.com/yourbusiness/reviews/> *but change yourbusiness* to your Facebook page userid).

If you use Yelp or TripAdvisor, or other review platform, be sure to get their direct links.

More than one link will drastically reduce the likelihood the customer will actually leave a review. Choose the platform where other potential customers are most likely to see them.

Hi [First Name],

THANK YOU so much for [your purchase OR trusting me with your business OR shopping with us].

OPTIONAL: When we last spoke, you mentioned [write what they said in a way that could easily be copied and pasted into their review.]

As you know, I am building my exposure for [whatever you do] and would love if you could provide a [type of review]. This link will take you right to [the review page (if Google or Facebook) OR my Linkedin profile where you can leave a recommendation.]

If you know of anyone who would benefit from [product or service], please feel free to pass on my information youremail@email.com or by phone at 888.888.8888. Also let me know if there any further questions I can answer for you or if you need assistance with [product or service or logical next step they are taking].

Thank you!
YOUR NAME