TEMPLATE

EMAIL OUTREACH TEMPLATES

YOUR LOGO

Ready-to-edit emails for the moments that win or keep a customer.

Copy each email into your email program and replace the words in square brackets.

QUOTE FOLLOW-UP (2 DAYS AFTER SENDING)

Subject: Your quote from [Business name]

Hi [Name],

I wanted to make sure you received the quote for [job]. If you have any questions about the scope, the price or timing, I am happy to walk you through it.

We can usually start within [timeframe] of approval.

Thanks,
[Your name]
[Phone]

SECOND FOLLOW-UP (1 WEEK LATER)

Subject: Still planning your [job]?

Hi [Name],

Just checking in on the [job] quote. If your plans have changed, no problem; a quick reply lets me know whether to hold the date.

[Your name]

INTRODUCTION TO A NEW COMMERCIAL CLIENT

Subject: [Business name], [trade] in [area]

Hi [Name],

I run [Business name], a [trade] company serving [area] since [year]. We work with [type of clients] on [services].

If you have a project coming up, I would be glad to visit the site and give you a quote.

[Your name]
[Phone]

REVIEW REQUEST (THE DAY THE JOB IS DONE)

Subject: Thank you, and a quick favour

Hi [Name],

Thank you for choosing [Business name] for your [job]. If you were happy with it, a short review would help other people in [area] find us:
[Review link]

Thanks again,
[Your name]

RE-ENGAGEMENT (PAST CUSTOMER)

Subject: Time for your [service] check?

Hi [Name],

It has been about [time] since we [job] for you. Now is a good time for [maintenance / inspection]. Reply to this email or call [phone] to book.

[Your name]