

Email Formats & Samples

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Lead magnet promotion email

Subject Line: New [Lead magnet type]) [Lead magnet name]

Body:

Hi there [Name], I'm emailing you today to let you know we have created a new [lead magnet type] called [lead magnet name].

In this [lead magnet type], you'll learn how to create [describe what your lead magnet covers in 2 to 3 sentences].

[Link]Click here to access the [lead magnet name] ⇒[Link]

If you know anybody else who'll find this useful, please forward the email to them.

Let us know if you face any problems accessing the [lead magnet type] by replying to this email. We'll get back to you ASAP and ensure you gain access to it immediately.

Thank you,

[Your signature]

Lead magnet delivery email

Subject Line: Here's your free [lead magnet type]

Body:

Hi [Name],

I'm so glad you signed up for the [lead magnet name].

In this [lead magnet type], you'll learn [describe what they will learn in the lead magnet].

[Link]Click Here to Gain Immediate access to [lead magnet name] ⇒[Link]

If you're unable to access it, just reply to this email and let me know. I will sort it out for you ASAP.

And if you need help with [a service you offer related to the lead magnet], please check out this page [link to your services landing page].

I have helped several people with this. Here's a link to a case study [link to a case study].

Thank you,

[Your signature]

Lead magnet follow-up email

Subject Line: Here is your free [lead magnet type]

Body:

Hi [Name]

I noticed that you didn't download the [lead magnet type] I sent, so I'm sending it again.

[Link]Click Here to check out the [lead magnet name] ==>[Link]

Thank you,

[Your signature]

Product launch email

Subject Line: It's here! The [product name]

Body:

Hi [Name]

I hope you're having a wonderful day!

I am emailing you today to let you know we have opened doors to our [product name].

It helps you [describe the problem and solution].

[Link]To learn more about what it does, click here...[Link]

Make sure you buy it before [mention either a time frame or number of sales].

Here is a testimonial from a recent customer [add a review from a customer].

If you have any questions about the product, please respond to this email or use the live chat on the product page. Our staff is waiting to respond to you.

Thank you,

[Your signature]

Testimonial/review request email

Subject Line: Could you please do us a small favor?

Body:

Hi [Name]

I hope you are enjoying your recent purchase of [name of the product].

If you found it useful, we would like you to help us and others who would like to buy it too.

So, could you please visit this page [insert link] and leave a review? It should take you less than three minutes.

We really appreciate your help.

Thank you,

[Your signature]

Discount offer email

Subject Line: A special discount is waiting for you inside

Body:

Hi [Name]

Thank you so much for being a customer of [your company name].

It's because of people like you we have been able to be in business for such a long time. To thank you, we have created a discount coupon especially for you.

Use the code [unique code number] to get a discount of [add a discount percentage or amount] from any product in our store [insert link to your online shop].

But hurry! The offer is only available for the first [add number or time limit] people who make the purchase.

Thank you,

[Your signature]

Re-engagement email

Subject Line: Are you there?

Body:

Hi [Name]

I'm removing inactive subscribers. And I notice that you haven't opened an email from me in the past [add number] months.

I understand if you don't want any emails from me. No hard feelings :).

But if you want to continue receiving my emails, just click the below link to confirm, and I won't delete you.

[Link]I still want emails from you ⇒[Link]

There's no need to opt in again. You just need to click.

Thank you,

[Your signature]

Segmentation triggers email

Subject Line: I want to send you better content

Body:

Hi [Name]

I hope you find the tips I share useful.

I want to continue sending more free content to you. But I want to be certain that I am only sharing content you want. Could you please let me know what topics you prefer by clicking on one link below?

[Add text and link to topic number 1]

[Add text and link to topic number 2]

[Add text and link to topic number 3]

If you don't find a topic you prefer, just reply to this email and let me know what topics you would like to read more content on.

Thank you,

[Your signature]

Newsletter email

Subject Line: Here are some things you will find useful

Body:

Hi [Name]

Here's a roundup of the latest content from our blog and from other places on the web

[Title of 1st article with an inserted link]

[1st article description]

[Title of 2nd article with an inserted link]

[2nd article description]

[Title of 3rd article with an inserted link]

[3rd article description]

Thank you,

[Your signature]

Latest blog post email

Subject Line: (New Post) [Post title]

Body:

Hi [Name]

I wanted to let you know I just published a new post on my blog that I am sure you'll find useful.

In this post, you'll learn [describe in 2 to 3 lines].

[Link]Click here to check it out ⇒[Link]

Please share it with your followers if you feel they will find it useful. Here's a handy Tweet link [insert Twitter share link]. Click to share it now...

Thank you

[Your signature]

Blog post promotion email

Subject Line: Could you please help me out?

Body:

Hi [Name],

I just read your post [add post title]. It's both well written and useful. I especially like how you [describe a couple of details about the post].

I am emailing you today to let you know I have written the post [add title of the post + link].

I think you will find it useful, as it is relevant to your post on [add post name]. Could you take a quick peek at it and let me know what you think?

Enjoy!

[Your signature]

Guest post outreach email

Subject Line: I would really like to write for your blog

Body:

Hi [Name]

I am a big fan of your blog. You share a lot of useful tips here. I especially like your post [add post title]. It's both well written and useful.

I would like to contribute a unique post for your blog as well. I have read your guidelines and will follow them while writing the post. [Confirm page points of guidelines you'll follow, like: This will be a long-form post that is 1,500+ words long with a lot of statistics and examples.]

Here are a few samples of my work...

[Add links to published posts in the same field]

If you're interested, I would love to work with you on the topics and formats that best meet your needs for the blog. Would you prefer sample topics, a draft outline, or a complete post? [modify based on blog's guidelines]

Thank you,

[Your signature]

Affiliate partnership email

Subject Line: Your readers will love this

Body:

Hi [Name]

I'm a big fan of your website. I like the products you review here. One of my favorites is the review for [product name].

We have a product like it called [product name] that we just launched, and we were wondering if you'd like to write a review about it.

Please let us know if you are, and we will send you a free sample.

Here's a link [insert link] to our affiliate program. You earn [number or percent] commission for every sale you make.

We hope you'll partner with us.

Please let me know if you have any questions or would like a demo. I'm here to help.

Thank you,

[Your signature]

Podcast invite email

Subject Line: I just listened to your podcast

Body:

Hi [Name]

I recently discovered your work when I listened to the podcast [add podcast name]. You shared so many useful insights there.

I wanted to let you know I run a podcast too. It's called [add name + link], and I was wondering if you'd like to come on the air.

The podcast has [mention number of subscribers, downloads, etc.]. Prominent people like [names] have already taken part.

Would you be interested? I will be happy to interview you at a date and time that is convenient for you.

Thank you,

[Your signature]

Products/services pitch email

Subject Line: I like what you're doing

Body:

Hi [Name]

I'm a big fan of your company. You seem to be doing well at [add a few compliments about the positives].

But I noticed one problem [write about the problem].

And I offer the perfect solution. My company [add name] helps businesses [your product and solutions].

After we work with you, you will [describe the transformation].

Here's a recent case study [link case study] of how we helped one of our clients [write about the result].

If our services interest you, could you please respond to this email and let us know? We can set up a quick call to discuss more details.

Thank you,

[Your signature]

Influencer outreach email

Subject Line: We want to partner with you

Body:

Hi [Name]

I have been following you on [social network name] for a long while now. You share a lot of [content], and have built up a loyal following.

I also noticed that you share a lot of useful products.

So, I am reaching out to let you know I have the next product for you to promote. It's called [add name + link to product]. It helps [describe the product].

I am sure you and your followers will like it. You can use it to [describe the uses].

Please let me know if you would like to promote it. We'll send you a sample of the product. We can also help you create the content, and we'll pay you for your time.

Thank you,

[Your signature]

Call invite email

Subject Line: About your free consultation with [your name]

Body:

Hi [Name]

Thank you for signing up for the free consultation. I am looking forward to speaking with you.

Could you please click this link [insert a link to your scheduling software] and schedule a time and date for our call?

If you have any questions about the call, just reply to this email. I will get back to you ASAP.

Thank you,

[Your signature]

Call follow-up email

Subject Line: Following up on our call

Body:

Hi [Name]

Thank you for attending the call. It was really nice to learn about you and your business.

During the call, we discussed...

[Summarize the details in a few bullet points]

I've attached my custom plan for your business to this email [attach it to the email].

Please go through it and let me know if you would be interested in working with me.

Thank you,

[Your signature]

Client onboarding email

Subject Line: Details for starting [Project name]

Body:

Hi [Name]

Thank you so much for choosing us. We're looking forward to working with you.

I'm going to set up a plan for this project now. We like to use [Trello](#) and/or [Asana](#) [change to whichever tool you use] to manage our projects. Could you please let me know which one you prefer? We will set up a board for you there so you can monitor our progress.

I have also attached a document that details all the login details I need from you. Please add them there or share them with us through [LastPass](#).

And if you have any questions, you can email me at name@example.com or call me at [add your number].

Thank you,

[Your signature]

Feedback request email

Subject Line: Help us to help serve you better

Body:

Hi [Name]

Hope you've been enjoying our services so far.

We want to continue offering the best service. Could you please take five minutes and fill up this feedback form for us [share link to form]?

Please be honest with your responses. If you didn't like something, don't be afraid to point it out. We take feedback very seriously and are ready to make changes to help serve you better.

Thank you,

[Your signature]

Event invite email

Subject Line: We cordially invite you to [event name]

Body:

Hi [Name]

It is that time of the year again when we have our [name of the event].

It is a day where we [describe your event in about two lines].

You have become a valued part of our company, we would love it if you're able to come, but we understand if you can't.

Please click this invitation link [insert link] and RSVP yes or no.

Thank you,

[Your signature]

Thank you Email

Thank you email for work done or service rendered

Hi [name]

Thank you so much for [action they did] It was such a pleasure to work with you, and I'm very excited about the next opportunity to work together again.

Please don't hesitate to contact me if I can provide any additional information.

Best regards,

[name and job title]

Thank you, Email for a Job Interview,

Dear [name of hiring manager],

I enjoyed speaking with you the other day at the interview for the [job name]. The job appears to be an ideal match for my skills, ambitions, and interests.

The innovative approach to the corporate culture within the [job field] world confirmed my wish to work at your firm.

I will bring my engineering skills, assertiveness, and ability to engage others to work in a cooperative way within the [name of department] department.

Thank you for taking the time to interview me for the [position title] at [company]. I have a high level of interest in working for your firm and look forward to hearing from you.

Best Regards,

[name]

Formal Letter for Appreciation

Dear Mr./Mrs. [name],

I would like to formally recognize all the hard work and dedication you've put into completing [project/task]. Due to your consistent efforts, the project is what it is today and that led to the positive results we were hoping for.

On behalf of [company name, board members, etc.], we would like to formally thank you for your hard work and we would like to let you know that we highly value your contribution and your continued dedication to your job.

We are very grateful to have you as a member of our team and we wish to continue to see you thrive within our organization.

Best regards,

[Name and job title]

Email for a complaint

Dear [name],

On January 30th, 2020, I made a reservation at your restaurant located at 1234 Mulberry Lane for a birthday dinner for four people. This letter is intended to bring certain issues to your attention.

Unfortunately, we did not enjoy our dinner due to the fact that the food was very slow to arrive and we received the wrong dishes. It's understandable that it was a busy time at your restaurant, but the quality of the service was not as expected.

To resolve this problem, I would appreciate it if you could provide compensation in the form of a gift voucher or discount on a future meal.

I'm looking forward to your reply.

With regards,

[Your name]

Reminder Email Sample

Hi [name],

I'm sure your schedule is very busy, so this email is simply to remind you of your upcoming interview with [name] who is a candidate for [name of position].

The interview will be at [time] on [date] in [location].

Please let me know if there's anything I can help you with to prepare to interview this candidate.

Best,

[Your name]

Apology Email to the Client

Dear [client's name],

Please accept my deepest apologies on behalf of [company or business name] for the poor experience you had at our restaurant.

I want to thank you for bringing these issues to my attention and please know that we are making every effort to correct our mistakes so events like these don't happen in the future.

As a token of our apology, please accept a gift card in the amount of \$50.00 that can be used at our restaurant in the future.

I hope to greet you again soon at [company or business name].

Yours sincerely,

[Your name and job title]

Apology Email to the Boss

Dear Mr./Mrs. [boss's family name],

I'm writing to you to express my regret for my behavior on [date] in regards to [event]. I would like to apologize for my words and actions and reassure you that such an event will not happen again.

On the date in question, I got into a verbal altercation with the head waiter about the scheduling, and this led to my inexcusable behavior. I have already apologized to [name of colleague], and I wanted to assure you that I will work to improve my reactions and behavior in the future.

I'd be happy to meet with you to speak about the incident further if you have any outstanding concerns.

I am sorry again.

Regards,

[Your name]