

# Email Forms and Examples



Once you have identified your target market and really developed your client person, it's time to start writing the emails.

I suggest going through the email and campaign creation worksheet first. You really should have a clear idea of the goal of the campaign as well as the goal of each email.

A few things to keep in mind when writing emails:

- Voice of the company – Is your company voice casual, formal, fun, pithy?
- Voice of the customer – What words and phrases does your target market use?
- Are you going to use images?
- Who will the email be from? Will you use a normal email signature?
- What collateral are you going to link to? What's your call to action?

1. Subject line:

2. Preview text:

3. Call to action button

4. Hi [[insert name]]

5. [blah blah blah body ] insert link of CTA in body

6. Call to action button

Example:

Subject Line: Are you using spreadsheets to track your projects?

Preview text: Check out these free downloads

Download  
templates now

Hi John,

Many of our clients say they are using spreadsheets to track their projects. Creating useful templates is time-consuming and labor-intensive. We created these [spreadsheet templates](#) for projects to help make it easier.

Click on the button below to download the templates.

Download  
templates now

Thank you,

Robyn Hatfield  
Spreadsheets Made Easy  
[robyn@ssme.com](mailto:robyn@ssme.com)  
512.555.1212

P.S. If you want to see more spreadsheets and how to use them, we are having an upcoming webinar on May 7, 2021 at 10am. Click [here to register](#).

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Notes:

You can use a gated entry (i.e. they have to complete a form) or use non-gated. Either way, make sure you give them a next step.

So when they are on the page, make sure they can sign up for the webinar mentioned, or sign up for a demo, or something else.

Example 2:

Subject Line: 7 Things to Help You Lose Weight During Perimenopause

Preview text: Check out this guide on how to lose that stubborn fat.

Hi Mary,

Many women over the age of 40 talk about the stubborn belly fat they have. Even after they participate in diet and exercise programs, they can't seem to lose it.

Many times this has more to do with hormones do to perimenopause.

The bad news: that fat is very difficult to lose if you are trying to lose by dieting or exercising.

The good news: we have found these 7 things that when you add them to your diet, you can begin losing weight immediately.

Check out our blog on "[7 Things to Help You Lose Weight During Perimenopause.](#)" The blog gives you advice for food as well as supplements. And we have lots of before and after shots of patients that have put this advice to use.

Here's to your health & fitness!

Dr. Robyn Hatfield  
[robyn@drhatfield.com](mailto:robyn@drhatfield.com)

[Read the blog](#)

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Notes:

\*\*When you bring them to the blog, you want to make sure it's not gated (they can get to it without adding in their information). However, you a call to action at the end of the blog. Whether it's "buy this bundled kit" or "sign up for our weight loss class specifically for perimenopausal women" or "set an appointment" or something. That way you can track conversions on this specific blog.