



# Email Templates

For Magic Lunch Date

&

Follow Up

# Introduction

Emails are a great way to communicate but they can also be the “easy way out” of connecting and engaging. As in, “I sent an email newsletter today to my mailing list and now I wait for people to email me back to book appointments to hire me for their photo organizing.”

*Friendly reminder: This is a one-to-one VIP business model not one-to-many.*

Use it as one of your communication tools and it will serve your business well. It creates records of conversations and is a digital “paper trail” replacing most of our snail mail from the post office. (Don’t discount the power of a *handwritten* note with a *handwritten* envelope with a stamp on it...old-fashioned mail sets you apart and you can really make someone’s day!)

## Email signature tips...

Have a short, professional email signature that fits your personality.

Don’t make it longer than the emails you send.

You know what I mean.

The ones that have links to 3 affiliate companies you represent and profile links to your facebook, linkedin, twitter and instagram.

Plus your logo and 5 titles or certifications.

Yawn.

Short and sweet. Your full name. Your phone number. Company name or website link.

Make it easy for people to remember you and connect with you.

## Please, please, please...

Use the email templates as guides.

Don’t copy and paste.

Use YOUR voice and write like you talk.

Unless you talk like a robot or technical manual.

Then dig deep to write in a conversational tone.

People should \*hear\* your voice when they read an email from you.

## **Email 1a: Casual tone to schedule phone call to invite to Magic Lunch Date**

**Subject line: Hey stranger!**

Hi <name>,

Hard to believe how time flies and it has been <#months or years> since we last talked. Hope you all are well and life is good!

Do you have any time for a short phone call this week or next? Let me know best time to call and let's catch up!

Look forward to talking soon,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 1b: Professional tone to schedule phone call to invite to Magic Lunch Date**

**Subject line: Hi from Gertrude**

Hi <name>,

It was great to meet you at the <insert event/location> last spring. Hope you are well and life is good!

Do you have time for a short phone call any time this week or next? I value your professional opinion on something I'm doing and would love to hear how your <business/job/practice/retirement/life> is going. Let me know a time or two that would work for you and I'll call you.

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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*Next step: Once phone call is scheduled, refer to Module 6 role plays for phone call*

## **Email 1c: Past client to schedule phone call to invite to Magic Lunch Date**

**Subject line: Hi from Gertrude!**

Hi <name>,

How are you? Just wanted to send you this quick email to reconnect and say hello. I can't believe how time has flown since John's senior slideshow. It was such fun to work with you on that and watch him "grow up" on the big screen. Those highlights of all his years of baseball are still some of my very favorites!

Do you have any time next week for a short phone call? I want to hear how things are going and I'd love to share some new things I'm doing and would value your feedback. Let me know the best day and time to call and I look forward to catching up soon!

**Gertrude**

678.787-9999

GertrudeSmith.com

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*Next step: Once phone call is scheduled, refer to Module 6 role plays for phone call*

## **Email 2 follow up if no response is received**

**Subject line: Did you get my first email?**

Hi <name>,

Just a quick check in to see if you got my email a couple of days ago? I know technology glitches happen and hope I didn't land in your spam folder!

Let me know if we can schedule a time for a short phone call in the next few days!

Look forward to talking soon,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 3 follow up if no response is received**

**Subject line: Everything okay?**

Hi <name>,

Triple checking to see if you got my email from last week. I wonder if I have the wrong email address for you and these emails are floating around in cyberspace. ;)

Don't want to bug you or \*stalk\* you so no worries if you don't have time for a phone call. I know life continues to be as busy as ever - when you have a moment, just send me a quick email or text and let me know that everything is okay!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 4 - Follow up After Magic Lunch Date Outcome 1 or 2**

**Subject line: Thanks for meeting me for lunch!**

Hi <name>,

Thanks again for taking the time to have lunch with me yesterday. It was great to catch up and I am so glad things are going so well for you at your firm.

If you think of anyone who I could help with their photos, please pass on my name and email. I always appreciate referrals. I'll do the same for you if someone I know needs your services!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 5 - Follow up After Magic Lunch Date Outcome #3**

**Subject line: Thanks for meeting me for lunch!**

Hi <name>,

Thanks again for taking the time to have lunch with me yesterday. It was great to catch up and I am so glad things are going so well for you at your firm.

I so appreciate your feedback and would love to help your sister-in-law. If you would forward her this email and copy me to introduce us, I'm happy to talk to her directly about how I may be able to help her with her photos!

Let's definitely keep in touch!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 6 - Follow up After Magic Lunch Date Outcome #4**

**Subject line: Thanks for meeting me for lunch!**

Hi <name>,

Thanks again for taking the time to have lunch with me yesterday. It was great to catch up and I am so glad things are going so well for you at your firm.

I appreciate all your feedback and it was so interesting to hear more about all you are doing now. Excited for you!

I'd love to help you with your photos when you are ready and I totally understand that you are covered up with your project at work and traveling so much.

I know I shared that I'll be working with 3-5 VIP clients at a time and would love to get you into one of those slots when you're ready.

I'll touch base with you after 4th of July to see if the timing is right and we can compare calendars!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 7a - Follow up After Magic Lunch Date Outcome #5**

**Subject line: Thanks for meeting me for lunch!**

Hi <name>,

Thanks again for taking the time to have lunch with me yesterday. It was great to catch up and I am so glad things are going so well for you at your firm.

I appreciate all your feedback and I'm so excited that you want to work with me!

Let's start with a pre-assessment phone call since we ran out of time at lunch. I'll get a better idea of what you need and explain more about how I work and we'll go from there.

I have an opening on Tuesday at 12:30 pm ET or Thursday at 9:00 am ET. Let me know which time works for you and we'll talk again very soon!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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## **Email 7b - Follow up After Magic Lunch Date Outcome #5**

**Subject line: Thanks for meeting me for lunch!**

Hi <name>,

Thanks again for taking the time to have lunch with me yesterday. It was great to catch up and I am so glad things are going so well for you at your firm.

I appreciate all your feedback. I'm so excited that you want to work with me and since I shared with you that I will only be working with 3 to 5 VIP clients at a time, I want to get you on my calendar right away! I have April 13 or April 25 available so let me know which date works best for you.

### **Getting started...**

First on-site half day discovery session will be for me to assess the scope and phases of your family's digital photo organizing.

I will give you a detailed project assessment after our first working session so we can determine next steps and a plan that will include:

- Backup system on portable external hard drive
- Creation of a core file structure on a central hub for your photos
- Duplicate sweep by year and month
- Batch renaming of all files so they are organized and searchable
- Cloud storage account setup for secondary backup system as well as viewing
- Photo viewing and display options including album creation, slideshows and/or wall art

Half day rate: \$350.00

*(up to 4 hours)*

Click the link below for my photo organizing agreement and an invoice will follow. Your payment holds your spot in my work queue to begin our first discovery session.

<insert link or attachment of photo organizing agreement>

Don't hesitate to email me with any questions. I look forward to working with you and helping you get your photos organized so we can get to the fun part of creating albums and keepsakes of all kinds for you and your family!

Best,

**Gertrude**

678.787-9999

GertrudeSmith.com

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