



# 9 Email Templates For Small Businesses



# New Business Introduction Email Template

Hi [*contact first name*],

Hi, I'm [*name*], from [*company*]. I don't think we've met yet, but we're both members of [*networking group*].

Are you struggling to [*describe the problem, i.e. increase your social media presence*]? If so, you're not alone.

We help [*nearly, over*] [*impressive number*] customers a [*day, year*] [*solve this problem, i.e. navigate the mayhem of social media*] and we'd be happy to help you do the same.

Can I send you some details? Just [*click here/ reply to this email*] [*to say yes, and I'll send you*] an introduction to chat about ways we can work together to [*describe solution to the problem*].

Sincerely,

[*signature*]



# Welcome Email Template

Hi *[contact first name]*,

Thank you for showing interest in *[our product/service]*. By taking this first step, you are already well on your way to meeting your *[describe goals you can help your prospect meet]*.

For our prospective customers, we *[describe a special offer]*. *[Describe the unique value and benefits of your offer for your audience.]*  
If you have questions or comments about your *[membership, subscription, order]*, please let us know *[reply to this email/ click here]*.

We look forward to serving you.

Warm regards,

*[your name]*

*[linkedin link]*

*[physical address, showing you are a real company and not sketchy at all]*



# Follow-up Email Template

Hi *[contact first name]*,

Last we chatted, you requested that I get in touch in *[time frame]*. I may be a bit early, but I figured it'd be worth checking in. Have you given any additional thought to my proposal? I'd be happy to do a quick review of it on the phone and answer any pending questions. What does your calendar look like to talk a bit more?

Best Regards,

*[your name]*

*[linkedin link]*

*[physical address, showing you are a real company and not sketchy at all]*



# Thank You Email Template

Hi *[contact first name]*,

Thank you so much for *[your purchase, attending our event]!* We *[have received your order and are preparing it for shipment, look forward to seeing you again soon]*.

For *[questions about your order, information on future events]*, please *[reply to this email/ click here]*.

Warm regards,

*[your name]*

*[linkedin link]*

*[physical address, showing you are a real company and not sketchy at all]*



# Request Offer Email Template

Hi *[founder name]*,

We are a startup that *[does exciting and awesome stuff]*. It looks like your *[software]* would be able to fulfill all our requirements.

We are currently in the process of seeking investment, which is a bit of an extended process. Would you be able to offer us an extended free trial of 10 months, rather than one? By then, we should be able to upgrade to the Standard or Premium version.

Thanks for considering this. By the way, I'd be happy to review the software both on *[software site]* and on our own blog. We hope to hear from you soon.

Best regards,

*[signature]*



# Referral Email Template

Hi [name],

It was a pleasure meeting you last night at [networking event]. I just wanted to send a quick email [and LinkedIn invite] to keep in touch.

Oh, and that website I mentioned that I thought might be useful to you is [URL]. Hope this helps.

See you at the next event!

Sincerely,

[your name]

[company name/URL]



# Customer Review Request Email Template

Hi [contact name] ,

I'm thrilled to hear your [positive experience with our company]. Your opinion means a great deal to [company name] and we will continue to strive to provide you with [description of what your objective is]. Online reviews are an important part of our business and we have the opportunity to showcase some of the exciting stories of customers like you.

We would be grateful, if you could share your unbiased and informative review about us on [link to the site or platform you would like your recipient to leave a review on e.g Yelp and Google Maps].

If we have not fulfilled your expectations, we would like to take this opportunity to do what we can to correct those issues and continue to build our relationship with you.

Thanks in advance for considering our request.

Best Regards,

[signature]



# Testimonial Request Email Template

Dear [name],

I'm working on revamping our Reviews & Testimonials page and found a wonderful sound byte from a review you posted on [review site]. Thank you for your kind words! Your feedback is highly appreciated.

Would you be open to sharing your insights about our product/service with potential customers/clients on our Testimonials page? Nothing too lengthy, just reply to this email with your story. Feel free to write whatever you like, we have included a couple of questions that you can use as a guideline.

1. What was the reason you approached us?
2. What's one specific feature you like most about our product/service?
3. What was the outcome you found from buying this product/using this service?

We appreciate your time and thanks in advance for your consideration.

Best regards,

[your name]



# Event Invite Email Template

Dear [name],

Here at [company name], we are committed to providing [customer personas] like yourself with opportunities to learn, build your network and connect with the community. We consider our duty to inform our loyal customers about our upcoming events.

[event date] : [event title]

- Summary: [brief description of event]
- Where: [location]
- When: [day, date, time]
- Learn more details and register here [link to event page]

If you have questions you'd like to ask before the event, please let us know. We hope to see you there!

Best regards,

[your name]





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