

# EMAIL TEMPLATE: Give Them Something Good

## WHY & HOW TO USE IT

Use this one when you've neglected your list for a bit to get back in your audience's good graces. Or whip it out whenever you've got a new freebie, tool, or resource you're excited to share.

The key to making this email a success (other than a great subject line, of course!) is to deliver something your audience genuinely wants or needs. This is NOT the time to sell.

Practically speaking, this email will help boost your deliverability by getting 'clicks' and possibly a few replies from some grateful folk who appreciate the value of what you share here.

## MICROCONVERSION:

Share value, (re)connect, build authority

## Subject line ideas:

you're gonna LOVE this!

have I got something for you...

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# weekly template drops

EMAILS ON TAP

## THE TEMPLATE:

Hey [NAME],

Keeping it short in this one, because I'm beyond thrilled to share something with you I think you're going to LOVE.

I know you've been [niche problem], so I found/made a [what the content is: video, article, PDF, etc.] that's really going to help you with [niche problem].

It's called [Name of free content](#), and I think it came right on time. But I'll let you be the judge.

Inside the [article, video, PDF, etc.], you'll discover:

- [What they want to know/have/do #1]
- [What they want to know/have/do #2]
- [What they want to know/have/do #3]

[Click right here to dive in!](#) →

[Sign-off],

[Your Name]

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EMAILS ON TAP

## EXAMPLE:

*This example is for a home organization expert.*

Hi, %NAME%—

I just wanted to pop in today to share something I think you're gonna LOVE!

All that fuss about dirty laundry piling up lately got me thinking... what would help NAME the most right now?

I searched the deepest, darkest depths of Google for a simple answer, but to no avail 😞

So—

[I created a video for you instead!](#)

After you press 'play', I'll show you:

- My Lazy Laundry System (hint: it's gonna rock your world!)
- The sneaky trick I use to keep every family member's laundry separate, without having to make multiple trips to each room.
- How to manage laundry on days you just can't

It's my best housekeeping video by far, if I do say so myself 😊

[Watch it here.](#)

Your 'hot mess' sister,

Hillary

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