

Email Marketing

The Facts...

Email marketing is about getting your message out to prospects via their email inbox.

Sounds simple but the reality is there are 2 types of email that come under the banner of email marketing. One is the “cold” email and the other is the “warm” email.

Cold Email...

This is an email that is sent to someone who doesn't know you. They haven't asked to receive emails from you and will, most of the time, take offence to you sending them unsolicited mail.

The open rate for this type of email is very low and the conversion rate is much lower still. So the copywriter has his work cut out with this one.

The first hurdle to overcome is to ensure you have a half decent chance of someone actually opening the email. The only thing we have to work with here is the subject line. A catchy, intriguing or thought provoking subject line is our only weapon.

Sometimes the email has a fairly good chance of getting opened if there is a question in the subject line. For example, “Why Are You Letting Your Competitors Do This To You?” Or, “Are You One of These Types of People?”

Another idea is to evoke curiosity. For example, “10 Simple Ways To Increase Profits” Or, “Three Steps To Financial Freedom”. It's sometimes a good idea to try several subject lines and test the results.

Once your email gets opened the next big task is to get the recipient to actually read it. Everyone scans emails and so you have to ensure the main message is upfront and attracts attention right away.

Never try to sell anything with a cold email. The best you can hope for is for the reader to take action and visit your website or give you a call.

Warm Email...

A warm email is what you send to an existing list of clients or customers. The people know you because you have been in touch with them before. They may have even bought something from you in the past. You will have built some form of trust with them.

You have a much higher chance of these emails getting opened and read and a much higher chance of selling something directly to the recipient.

This list of warm prospects might have been generated from cold emails but most often it has come about because they have responded to a previous offer, contacted you for more information or subscribed to your newsletter.

Probably the best way to generate a warm, if not “red hot” list is to give something of value away for free in return for an email address. This could be an information sheet, a free ebook or newsletter. Once they have added themselves to your list you are free to contact them at will.

However, this list is precious and so shouldn't be abused by sending out emails every day. Bombarding your recipients with endless offers can have an adverse effect and they will unsubscribe in droves.

It's better to send emails to your list once or twice a week. It's good practice to send alternate emails, one containing just information, the latest news and updates and special offers. Then, the following email can include an offer or a discounted offer as a recommended purchase. There's no need for any hard sell tactics here.

If you're looking for one off quality emails or a complete email marketing campaign, then contact me. bill@knight-writer.co.uk

Here are some example emails I have written for various clients, in different styles, and covering several subject areas...

Email Example #1

Subject Line 1: How To Increase Your Sales By Design

Subject Line 2: Does Your Business Have This Problem?

Body Copy:

We know that as a successful business owner you need to get your business products or services noticed amongst all the competition. To do this effectively you need to build your brand, create eye-catching logos, have a really cool looking website and distribute colourful brochures and leaflets to potential clients and customers.

That's all very well but as a small business can you really afford to employ a full-time designer? And let's face it... a design agency, which is more interested in winning awards for itself is likely to financially devour you.

However, you still need to stand out from the crowd and your business image needs to look and feel totally professional. Of course the bottom line is all about getting more customers and ultimately making more sales.

So is there another way? Oh yes!

At Brand Base we offer affordable and highly professional design solutions tailored to suit your business needs and your budget. So there's no need to look anywhere else for graphical or digital design, artwork or any other visually creative presentation.

We can simply work closely with you on any project, providing a specialist team of professional creatives on a convenient monthly, quarterly or yearly plan. Even our subscriptions are deigned to be small business friendly.

If the lack of a quality design team is holding your business back and you need to see results fast then why not check out our range of design services today. Visually stunning, carefully crafted and professionally presented business creatives is what we do best and we invite you to take full advantage of us. If you demand the best in quality design, we have designers on-demand to meet all your specific needs.

Just visit our website at: www.brand-base.com for more information. Have a chat with one of our friendly live support team and you'll get a 10% discount on any subscription plan you choose.

Kind regards,

The Brand Base Team

"Better by Design"

www.brand-base.com

Email Example #2

English Trading Company Email (Hotel Chains)

Subject Line #1:

Welcome To Low Cost, High Standard And Quality Soft Furnishings

Subject Line #2:

We Know When Quality Counts And Costs Really Do Matter

Body Copy (Teaser):

“Demand Quality Without Compromise... Whatever Your Budget”

Body Copy (Headline):

High Quality Soft Furnishings At Unbelievable Value

Main Body Copy:

You can't compromise on quality and so we offer tailored buying solutions designed to meet all your requirements for high standards and even higher profit margins.

Call To Action #1:

[Click Here To Learn More](#)

Body Copy (Sub Headers):

Bedroom:

With your guest's comfort in mind we can supply your hotel chain with the highest quality luxurious bed linen, which is available now and at prices you just cannot afford to ignore.

Soft Furnishings:

Our range of elegant and well-designed curtains and other soft furnishings are designed to suit your budget and delight your discerning guests.

Bathroom:

We can supply superior towels, designer bathrobes, comfy slippers and exquisite toiletries that meet your hotel's high standards and your guest's expectations.

Kitchen & Dining:

100% cotton tablecloths and napkins that are guaranteed to impress and yet are impressively inexpensive.

Blinds:

We can supply a wide range of cost-effective, standard or custom made blinds to grace any window.

Poles & Tracks:

We can even provide superior fixtures and fittings for any type of curtains for much less than you might expect.

Call To Action #1:

Download Our FREE Product Brochure

Design & Planning:

We offer bespoke design and planning services and ensure quality and cost controls are always fully transparent.

Manufacture:

Our in-house custom manufacturing service means we can provide you with your exact made-to-measure requirements, whenever you need them.

Installation:

Our dedicated, highly skilled and experienced tradesmen will ensure everything is professionally fitted to the highest possible standards and the lowest possible costs.

Call To Action #3:

Click Here To Learn More

Call To Action #4:

Or call us now on 01772 431 549 for a free no obligation quotation

Email Example #3

Kent Payroll Bureau

Intro / Marketing Email

Subject Line: The Simple Payroll Solution At Your Finger Tips

Body Copy:

Dear (firstname)

Is Payroll, CIS and now the impending Pension Auto Enrolment making your life an absolute nightmare?

You really don't need any more hassle in your routine day to day job, so here's a possible solution...

Lighten the load by outsourcing your Payroll to Kent Payroll Bureau.

www.kentpayrollbureau.co.uk

Whichever way you look at it, our professionalism and expertise can save you time and money and put you back in complete control of your accountancy business.

Our Proposal...

Simply refer your clients to us and we'll pay you **50% commission** on all fees charged to those clients during the first 12 months.

Please visit our website for more information but if you're still unsure, all you have to do is call me today on **0333 320 7032** for a friendly, informal and no obligation chat to find out more.

Kindest regards,

Andrea

Andrea Breakspear MCIPP FMAAT MICB ACIOB
Certified Bookkeeper & Payroller CB.Dip, PM.Dip

Email Example #4

Intro Email: Proter Imex

Subject Line:

We Look Forward To Seeing You At The Big 5 Exhibition In Dubai

Body Copy:

Modern, Hi-Tec and forward thinking architects are always looking for innovative solutions that fully address environmental concerns and yet embrace the construction technologies of tomorrow.

Look no further than Proter Imex. You'll find us located at 5F232 and a very warm welcome awaits you.

When you visit us we'll be more than delighted to provide you with the very latest information about our energy efficient radiant heating systems, which can be conveniently installed into new and existing ceilings.

With more than 40 years of experience behind us, we are at the forefront in providing specific eco-friendly solutions that surpass all expectations. That's because we work closely with architects and construction specialists, enabling us to design and manufacture bespoke heating systems to the highest possible standards.

We have already produced and installed fully compliant, reliable and energy-efficient systems for some of the world's most prestigious building projects. As the need for energy saving and efficiency grows throughout the world, Proter Imex are perfectly positioned to meet the challenge in providing low-cost internal climate control.

Our products and installations can be designed and tailored to meet all the requirements of virtually any type of building project, no matter how complex, which is why architects and engineers the world over highly recommend us.

We look forward to meeting you at The Big 5 Exhibition in Dubai, where we are sure we will impress you with our knowledge and industry experience, together with our maintenance free range of reliable radiant ceiling products.

Proter Imex is proud to be an environmentally friendly supplier of energy efficient heating products for the construction industry of today and the future.

Don't forget to pick up your information pack at 5F232

Warm regards,

(Put a contact name here)

www.proterimex.it

Email Example #5

Subject Line:

An Urgent Message From Your New Fundraising Partner

Body Copy:

Could your organisation use more funds?

We all know your organisation needs more funds but relying on donations and goodwill is hard work and isn't always a reliable method. Instead, why not consider offering your own branded products from your own website at absolutely no cost to you whatsoever.

That's right! You can now easily raise funds for your charity, organisation or club by simply promoting your own custom website, which will be stocked with customised products at prices you set. That means up to 100% profit on items such as T-shirts, hoodies, caps, drawstring bags and umbrellas, each custom printed with your organisation's logo.

Partner with us and we'll help you to raise the essential funds you need.

- * You get a custom website – at no cost
- * We host your website – at no cost
- * We source and provide all the stock
- * We carry out all personal and logo printing
- * We process all your orders for you
- * We arrange delivery direct to your customers
- * We provide a full customer service

We only deduct our product and service costs, which are the lowest anywhere in the UK. You then get monthly commission payments based on your profits from the prices you have set.

There's never been a better way to raise much needed funds.

Your website will be up and running 24/7 accepting orders day and night and all you have to do is spread the word. There's absolutely no long-term commitment, no contracts, no fees, no catch and you can cancel at any time. Your organisation has nothing to lose and so much to gain.

We are a UK based company and we source only the best quality products that we know your customers will really appreciate. All printing is carried out by us too so you'll be dealing direct with your product supplier for all custom printing exactly as you want it.

To partner with us and start raising those essential funds, simply reply to this email and we'll contact you at a convenient time to discuss your new fundraising venture. If you would like further information please visit our website at: www.ourkitshop.co.uk

We help make your fundraising easier so you can concentrate on what you do best.
We're looking forward to our new partnership.

(must put a name here)

www.ourkitshop.co.uk

Email Example #6

Marketing Email

Subject Line:

What Your Customers Are Not telling You About Your Website

Body Copy:

What are your customers thinking when they visit your website?

Are their buying decisions affected by your web page's layout... your web page's content or could there be something else?

You may think your website is user-friendly but chances are many of your site visitors are not taking the action you want them to... why?

Well, you may never know unless you can accurately analyse your site visitor's behaviour and determine exactly what needs to be done or improved in order to increase conversions.

That's where we can help...

We use patent protected behavioural analytics to help increase website conversions up to 4%. We specialise in capturing, recording and analysing every move each visitor makes on your website and then we deliver an actionable Blueprint designed to ensure your site is optimised for usability and visitor conversion.

We'll explain what you need to do, how to do it and why, giving you a leading edge over your online competition by converting more website browsers to buyers.

This is NOT SEO

This is nothing to do with SEO... our service is all about increasing your revenue by showing you how to better engage your customers and how to deliver a better buying experience.

We have already helped more than 21,000 businesses, including Tesco, Next and Waitrose, to dramatically increase their conversion rates within 60 days. Results are 100% guaranteed or your money back. That's how confident we are about helping you and your business see higher returns.

We can even offer you a free online demonstration, so you can see for yourself exactly how our unique service works.

It's what your customers are NOT telling you about your website that can make all the difference to your company's profits.

For more information, a free no obligation quotation and demonstration please visit:
<http://www.landingpage.com>

Kind Regards,

(Put a contact name here)

<http://www.landingpage.com>

Email Example #7

Subject Line:

New Clients Seeking Safe Fitness Instructors

Body Copy:

Hi firstname, (if sending to a list, otherwise Attention Fitness Trainers)

The service you offer your clients is highly valued at any time of the year but it's especially important to them during the first 3 months. As you know all too well, this is because they are desperate to shed those excess pounds, which have piled on over the winter, in readiness for the coming summer months.

This time of year is also a very busy time for you and it's a time when you're more than likely to pick up many new clients. Now imagine what would happen if all of a sudden you were unable to work due to unexpected sickness or injury. Think about all that lost income, which someone else would gain. Well, loss of earnings doesn't have to be something for you to worry about because should the worst happen you can easily protect yourself.

How to safeguard your precious income

If you were involved in any kind of accident and it wasn't your fault then you would hope to claim on someone's insurance to cover your financial and personal losses. But if you became ill or injured and it wasn't someone else's fault, and as a result you could not work then where do you lay your claim? The answer is simple... on your Income Protection Insurance. And that's where we come in. We specialise in providing Income Protection Insurance for fitness professionals just like you.

Our Income Protection policies are designed to ensure you benefit from the security of having a financial safety net should the unthinkable happen. And unfortunately these things do happen. In fact anyone involved in providing routine physical activities and training are all the more likely to sustain an injury themselves. It's an occupational hazard.

How to safeguard your precious job

Fitness professionals love their work just as much as any sports personality does, and we fully understand this. Seeing your clients getting results and then showing you their gratitude is just so satisfying and rewarding. However, just one little slip resulting in a sprained wrist or a twisted ankle could jeopardise your whole career. Remember, "Where there's blame there's a claim", and it could be you who is having to meet that claim.

Public Liability Insurance cover is absolutely essential in your business and it's a legal requirement too. Are you adequately covered? Don't leave anything to chance

because your future could depend on it. Our expert advisors at Financial Fitness can put your mind at rest by simply confirming you have the right cover for all your clients and the activities and training you provide.

Find out for free and without any obligation how you can combine your Physical Fitness Training with our tailored Financial Fitness Cover. For your peace of mind visit our website now at: www.financialfitnessltd.com or pick up the phone and speak to one of our friendly advisors on: 0800 6127 789

(sign off)

Email Example #8

Subject Line:

How To Take The Guesswork Out Of Estimating

Body Copy:

For the attention of (name),

In our experience of working with other companies, similar to yours, one of the key issues they appear to be struggling with is the time and cost factors associated with producing accurate and timely estimates.

I'm sure you'll agree that even though this is a laborious task, accuracy and profitability just cannot be compromised for the sake of saving time.

Obviously, the more tenders you can produce estimates for, the more chances you will have of securing valuable contracts and of growing your business. And that's where we can help...

HotCost are highly experienced in providing cost-effective, accurate and timely estimates and have worked closely with many companies in the electrical, mechanical and construction industries over many years.

Quite simply, our professional estimating services are designed to save you time and money.

Our services are flexible too, ranging from a one off project to a fixed monthly fee retainer service.

Typically, many of our client companies have a turnover in excess of £1 million with several well above the figure of £15 million and a typical project size would be above £50K. However, we also provide estimates for smaller projects too.

Why not take advantage of our extensive industry experience and see for yourself how highly efficient our service is. We always aim to impress.

For more information please visit our website at: www.hotcost.co.uk

Alternatively you can call us on **0800 052 6115** for an informal chat or simply drop us an email to client@hotcost.co.uk and we'll get right back to you.

Kind regards,

(name)

Hotcost.co.uk

Email Example #9

Subject Line:

How To Look Younger The Safe And Natural Way

Body Copy:

Welcome to the Ministry Of Youth, where beauty is much more than skin deep.

Looking after your skin and looking younger is now much easier with the LARENS range of best quality and completely organic anti-aging skin care products.

Thankfully the modern answer to achieving youthful looking skin no longer lies with the medical practitioner, the needle or the scalpel. That's so yesterday!

The modern, discerning woman of today is seeking a safer and more natural alternative to harsh medical procedures. That's why the LARENS range of beauty products is fast becoming the number one choice for ladies of a certain age.

100% safe and natural

LARENS is a Swiss based company with a team of highly professional medical researchers and cosmetic specialists headed by one of the industry's most renowned and highly respected medical scientists. LARENS' anti-aging products are completely safe and 100% natural, just as you might expect from one of the fastest growing natural cosmetic companies in the world.

Collagen and Peptides

The buzz words in the world of anti-aging products today are "collagen" and "peptides". Why? Because peptides are the chains of amino acids known as the building blocks of proteins in the skin. They are vital for healthy skin because they encourage the production of more collagen, which then gives the appearance of young and supple skin.

Collagen is an important protein made up of amino acids, which is found in the structure of body tissue such as ligaments, tendons and skin. It provides your skin with strength and elasticity and it's the loss of collagen that causes wrinkles.

Results you can see

Our products can increase natural collagen by up to 671% compared to other brands, many of which only achieve an increase of 200% to 300%. LARENS' anti-aging products will simply rejuvenate your skin, giving results that you and everyone else can see.

Your skin is one of the most sensitive and complex organs in your body and it needs looking after. So forget about harmful botox and dermal fillers. Think natural.

Try it for less

The only way to know how well our products will work for you is to simply try them and see. Log on to our website at www.ministryofyouth.co.uk then place an order using **discount code XMC2014** and you'll rece

Email Example #10

Subject line:

New Health Product Range That Needs No Introduction

Body Copy:

Dear Sirs,

Re: Business to Business Communication

We are Jeeva UK, suppliers of 100% natural coconut water. Coconut water is the product that needs no introduction because it's currently one of the fastest selling health drinks in the UK .

Known for its superior hydrating properties, it's no surprise that coconut water is fast becoming a favourite with sports athletes and fitness enthusiasts. Its low calorie, high energy properties also account for it being the number one choice for weight-watchers and the health conscious.

Jeeva coconut water is rich in Potassium and Magnesium, both essential elements required for normal bodily functions, and also includes several other beneficial vitamins and minerals.

Jeeva coconut water is harvested from sustainable resources, namely young green coconuts, which are grown in India. The product contains no refined sugars or artificial additives whatsoever, and is fast replacing smoothies and juices as an alternative health drink.

Coconut water is poised to become one of the most popular and fastest selling products in the UK and we would be happy to supply your requirements or negotiate with you, in your capacity as a UK wholesaler or retailer.

We also provide coconut oil products, which are already known to be a much healthier cooking option to vegetable oils and soya. Coconut oil has multiple uses including skin and hair care plus massage oil and as a treatment for many skin disorders.

Included in our range of natural health products is Jeeva iON supplement, a natural energy drink based on a combination of nutrient-rich herbs and compounds. It's an ideal healthy alternative to caffeine, sugar and other commercially produced energy drinks, many of which can cause long-term harm.

For more information about our full range of 100% natural health supplements, their compositions, sources and availability. Please visit our website at www.jeevauk.com

We can supply you with any product requirements and we are happy to negotiate prices and delivery arrangements with you directly or discuss any other matters relating to our product range.

Please address all correspondence and enquiries to Bhavi Kanadia

Kind regards,

Bhavi Kanadia
Jeeva UK Ltd

M:07594 954381

Email: info@jeevauk.com

www.jeevauk.com

Email Example #11

Subject Line:

What Can Be Worse Than Not Making Sales?

Body Copy:

*** This email contains vital information, which could help you generate more leads, make many more sales and dramatically increase your profits ***

Do you share this belief?

Businesses large and small, have a similar goal and that is to make more profits. Without profits a business cannot invest in its future. It cannot move forward and it will be unable to compete in today's fast moving world of commerce.

Now, because this simple principal is relevant to the success of all businesses, it's obvious that every business needs to generate more leads. From more leads will come more sales and from more sales will come more profits. However, as simplistic as it sounds, you know in the real world there's much more to it.

Do you have these problems?

Are you a business owner or a sales manager looking to increase your customer base... but you're right out of new ideas? Do you need to find new ways of getting appointments with clients? Having difficulty in converting leads to sales? Is the competition winning the battle for new customers? Are you hitting targets and helping your company grow?

Do you know the solution to making more sales?

Being totally customer focused is what many successful business people will say and this is true. However, effective selling in all its pretexts, is a skill that can very easily be learned. It's also a skill that has a lifetime value. For example, if you learn how to get people to like and trust you then sales will surely come because people will always buy from people they like and trust.

Let's do this together!

Because we understand people and we understand how to generate sales, we can show, teach and train you to become a better sales person. It's what we do. We've been successfully training our clients, many of which are blue chip companies, universities, banks and large corporations for more than 8 years. Just imagine what we could do for your business!

We specialize in providing professional sales skill training for all types of businesses, which can ultimately help you or your staff generate new leads and sales. You'll also

learn about successful cold calling, how to make appointments, effective face to face selling techniques, over-coming objections, how to keep motivated and many other “stealthy” selling techniques designed to get maximum results.

How to benefit from our expertise

Our range of courses are very [low cost](#), highly effective and offer exceptional value, as many of our happy clients have already testified... [testimonials](#). However, you can get exactly the same quality of training for much less. Just sign up during the month of September and take advantage of our 15% discount.

[Contact us](#) about one-day and more advanced courses in sales and marketing, customer service, management and leadership, business and strategy, personal awareness, human resources and train-the-trainer.

Not sure if this is for you?

Then you have nothing to lose by visiting our website to learn more www.corporateiq.co.za

Please feel free to contact us and request a free course outline, a free quotation or just to ask any questions you might have.

Your route to more profits starts here.

Kind regards,

(sign off with a real name)

www.corporateiq.co.za

Email Example #12

Subject Line:

Do You Have What It Takes To Reach Your Career Goals?

Body Copy:

Are you pursuing a career in the Pharmaceutical or Healthcare industry?

Are you having difficulty in finding the right opening, opportunity or even securing an interview?

Perhaps you've already secured a suitable position but for one reason or another you feel totally unfulfilled. If your career has stalled or is riveted to the starting blocks then perhaps you might want to consider giving yourself an edge, by obtaining an advanced in-demand skillset that no prospective employer can ignore.

Who we are...

The Clinical Research Academy of America (CRAA), now Sollers, has been successfully helping post graduates further their career advancement for many years. We offer 4 distinct certification courses, fully recognized by the Pharma-Healthcare industry, each specifically designed to enhance your career prospects.

What we offer...

At Sollers we focus on providing professional development programs in the clinical research field allowing our students to broaden their knowledge base and develop new skills. However, and more importantly the additional qualifications you will acquire can dramatically increase your probabilities of securing a better position and help with rapid career progression.

Additional help when you need it...

We also help and advise our students on gaining employment through participation in our interview workshops, resume reviews and by offering general career information. It all amounts to providing you with the necessary skills and attributes, which the industry now expects from its future professional workforce.

How you benefit...

If you want to extend your career horizons and reach your personal goals, then Sollers can provide the training and expertise that will take you there. We are accredited in providing recognised industry specific courses and tailored instruction. Everything we do is designed to meet the high demands of employers, in what has become a very competitive market, and assist you in finding the right career path together with the rewards that will inevitably follow.

What to do now...

We have no doubt that Sollers can open doors for you but to find out how much we can really help, please visit our website for more information - www.sollers.edu

You'll discover much more about what we do, and how we do it. Please feel free to contact us should you have any questions or just call us on (848) 299-5900 to speak to a friendly advisor or admissions counsellor.

Kind regards,

(Put a name here)

Sollers

www.sollers.edu

Email Example #13

Subject Line:

A no-cost temporary staffing solution for your company

Body Copy:

Could your business use an extra pair of hands for a few weeks... at absolutely no cost to you?

There's no catch. We operate an internship programme for European university students and undergraduates and we're looking for work placement opportunities within a variety of companies right across the UK.

Students need your help...

Are you able to offer a student a short-term temporary unpaid position? European students are simply looking to gain experience in the workplace as part of their studies so they would benefit by gaining an understanding of how a company or a department within a structured company operates. Also the experience of contributing, within a real-time working environment, could prove to be very useful to the student when they begin their search for full time employment.

Benefits to you...

Your company can benefit by having an intelligent English speaking young person available who will be more than willing to assist with any type of routine menial tasks around the office. In general almost all students are IT literate so you could find it very useful to have some additional help with your social media marketing or for simply updating your Facebook pages.

Your routine tasks covered...

Other areas in which you might find it useful to offer a placement is for routine data entry tasks, filing and general paperwork, routine computer input tasks, online research and routine telephone calling. In fact almost any type of routine office based task, for which you might employ a temporary worker.

Short-term placements...

The duration of placements can vary between one or two weeks up to several months. You are not obliged to pay the student for their time or their efforts and you will be under no obligation whatsoever to retain the student for any particular length of time. The placement service we provide to employers is without charge or fees of any kind and simply offers a mutual benefit to both the student and the company.

If you would like more information about our European student internship programme, please visit our website at: www.xxxxxxxxxxxxxx.co.uk

Alternatively please call us now on: (phone number)

Thank you for your time.

Kind regards,

(Your name & company name)

Email Example #14

Subject line:

How Secure Is Your Personal & Company Data?

Body Copy:

In today's fast paced digital world it's easy to forget about your company's security vulnerabilities or become complacent to the risks. Industrial espionage is not something that's been banished to the archives of the sixties and seventies, it's very much a problem of the 21st century. In fact the digital age has made it even easier to spy on competitors or your competitors to spy on you.

Are your systems hacker proof?

If you are responsible for the security of your company's data then how certain are you that someone is not hacking into your files right now at this very moment? Would you know for sure? And even if you do consider your computer systems to be hacker proof, how safe are your mobile devices?

Security risks...

Mobile phones and laptops are an easy target for cyber criminals of all persuasions because quite often they are not as protected as your company's main computer network system. These devices could pose a risk to the security of your company because they represent an unsuspected "back door" entrance, which can often go undetected.

Keep sensitive data safe...

As head of your company's IT systems and security you will obviously be aware of these risks but are you realistically able to shut every loophole, check every possible entrance point and eliminate all possible breaches? It's always possible to overlook something and so to ensure you keep your company's sensitive data safe, why not contact us for a quick check.

Security solutions...

We are an independent, highly specialised IT and communications security company with expertise in providing corporate strength security for companies of all sizes. We can also ensure CEOs' and directors' mobile devices are not inadvertently allowing access to secure data or personal information. We can carry out a thorough examination of all your systems and close all possible access points eliminating every type of threat or breach.

Packages to suit your needs...

We can offer our clients a fully bespoke security package including disc encryption, privacy filters, VPN, secure USB, email encryption, anti-malware, software firewall, secure file backup, software patching and laptop tracking. Investigation and forensics together with email and password protection are high priority services in the vast range of specialist security facilities we provide.

Our business is all about providing tailored solutions to ensure the total security of your business, allowing you to get on with what you do best.

To find out more please visit our website today at: www.encsec.com

Email Example #15

Subject Line: **Legal Translation Risk Assessment**

Alt. Subject Line: **Why Your Legal Reputation Could Be At Risk**

Body Copy:

Legal translation risks

Accurate translations of your legal documents and communications is absolutely vital to the credibility of your company and to the satisfaction of your fee paying clients. It's hard to believe then that some legal firms will actually seek out the cheapest translation services available.

Your clients have most likely chosen you to act on their behalf because you have a gained good reputation based on trust and reliability. It makes good business sense then for you to only use the most trusted and reliable translation services. It's what your clients would expect.

Risk assessment

Prior to embarking on any project that may have a serious impact on others, it is always wise to carry out a risk assessment. It's no different when it comes to selecting a translation service. The risks of choosing an inferior service are obvious.

Assurance and peace of mind

What price peace of mind? Knowing that important documentation has been accurately translated and passed on to your clients, means you can rest assured you will not have to face any embarrassing questions or queries. The added advantage is they will only need translating once.

Who we are and what we do

Omni Translation are trusted legal translation specialists. During our 13 year successful track record we have translated almost 12,000 documents in over 30 major world languages. Documents translated include, contracts and wills, criminal, civil and commercial case documents, patents and trademarks, intellectual property and birth, death, marriage and divorce documentation.

Why choose us?

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Kind regards

Harold Lean, CEO
www.omni-translation.com

Email Example #16

Subject Line:

We've Got A Real Socksy Christmas Offer For You

Body Copy:

Ho Ho Ho!

Henry J Socks would like to announce that we are helping to spread the Christmas cheer this year by offering you a very special deal. Yes it's buy one sock and get the other sock free! Think we're joking? Of course we are...

Seriously, what we would like to offer you is a straight-forward, no nonsense 15% off our complete subscriptions range. That's right! That means you can get 15% off our 3 month, 6 month and 12 subscription options. But why are we doing this? Have we gone mad?

Yes! We're mad about our famous range of quality, comfy socks with their vibrant colours, eye-catching designs and snazzy looks, and we think they would make great Christmas gifts for friends and family members too. Well everyone gets socks at Christmas don't they?

***** Loud Socks Get Heard... And Seen *****

Henry J Socks are fashionable and fun and are best worn for any occasion. So when the occasion is a special one and the conversation turns to designer socks, our range is the loudest of all.

At Henry J Socks we also cater for the long lost sock syndrome, where one sock wanders off never to be seen again. Our replacement one sock service is second to none, regardless of whether it's a right sock or a left sock.

So, how do you make this Christmas different to all the rest? Give someone a sock subscription, not sub-standard socks. With a time limited 15% discount there will never be a better time to say it with socks.

And remember! A pair of socks is not just for Christmas.

(sign off)

Email Example #17

Subject Line:

How Hot Do You Want To Be This Summer?

Body Copy:

Hi [[firstname]],

Now that the weather is gradually getting warmer are you tempted to expose more of your skin? It's a fact that when we wear less clothing we attract more attention to ourselves. However, as the layers come off you could be getting noticed for more reasons than you think.

Shameless flaunting of unsightly facial or body hair is probably not how you'll want to portray yourself to your growing number of admirers this summer. Also, what you might think is an appreciative glance could actually turn out to be a look of total disbelief.

Of course you could decide to go for a quick fix and give the razor a whirl but is it really worth the possibility of getting a painful and itchy rash, quickly followed by unsightly stubble? Waxing is another option but it's not for everyone especially those with very sensitive skin.

Have you considered IPL laser treatment?

The most effective way to remove unwanted facial and body hair is simply IPL laser treatment. For more than twenty years both women and men have experienced the pleasure of soft, smooth and hairless skin with this quick and highly effective method.

- IPL laser treatment is tried, tested and safe
- Individual IPL laser treatments can be carried out quickly
- IPL is very effective on the face and just about any other part of the body
- The result is smoother hair free skin for longer
- In-growing hairs are also removed in the process

Probably the best reason to choose a course of IPL laser treatment with Amara Spa right now is you can get 6 treatments for half price. Want to look really hot this summer?

Call 020 7384 9111 now to book your free patch test and take full advantage of our 50% discount when you book 6 treatments. (Further information about IPL laser treatment here: www.amaraspaco.uk/IPL/ipl-hair-removal.html)

We look forward to seeing you very soon.

Kind regards,

Jackie & The Team

www.amaraspaco.uk

Email Example #18

Subject Line:

An Important Message From Eakers DIY

Body Copy:

Hello and welcome to the new Eakers DIY Newsletter.

As a valued customer of Eakers DIY we hope you don't mind if we keep you up to date with our latest special offers, discounts and news about our clearance sales. As a subscriber to our free weekly newsletter you'll be the first to know about all the latest deals and price reductions at our store, before they happen.

As you are aware we stock a vast range of builder's materials, painting and decorating supplies, plumbing and ironmongery plus all those little DIY bits and bobs that you just can't find anywhere else.

Did You Know...

We also stock kitchens, bathroom furniture, wood burning stoves and many more products that you might not have even realised. In fact The Eakers DIY store is like an Aladdin's Cave of products, tools, materials, equipment and accessories for both the trade and the DIY enthusiast. We're also a very happy bunch here, always willing to help whenever we can.

From Monday to Friday we open early (7am) and close late (6pm) to ensure you have ample time to visit us and get exactly what you need for the job, when you need it. And if you can't make it during the week we open from 8am on Saturday and close at 5pm. Then just in case you've forgotten something you can pop in on a Sunday too. We're conveniently open from 10am until 1pm.

Special Offers...

From now on you can rely on us to help you get the most out of your DIY projects by offering you some special discounts. For example, this month we will be running a promotion on Dulux paint. We'll tell you more about that in next week's newsletter so be sure to look out for it.

Over the coming weeks and months we'll be offering some great discounts on many of your purchases, so to ensure you don't miss out just check your inbox for our newsletter. In fact we've got some great special offers running right now. Check out our website and see for yourself. www.eakersdiy.co.uk

That's all for now but don't miss our next newsletter. There's some big savings coming your way soon.

Kind regards,

The Eakers DIY Team

www.eakersdiy.co.uk

Eakers DIY

Lords Meadow Industrial Estate

Marsh Lane

Crediton

Devon

EX17 1ES

Tel: 01363 775 555

If you do not want to receive further newsletters from us, please reply to this email with the word "Remove" in the subject line.

Email Example #19

Subject Line: Could This Help Improve Your Care Service?

Alt. Subject Line: Does This Apply To Any Of Your Residents?

Body Copy:

Dear (Care Home Manager),

A phone friend service for your residents... at no cost to you

We're mindful that not all your residents are receiving regular visits from close friends and family and as a result some could be very lonely. We know there's only so much you can do to comfort and reassure them and so we would like to offer you a further option.

Who we are...

We are ***Home To Home Calls***, a Not-For-Profit company, and we provide a much needed befriending service to the elderly. Our services are specially designed for those who may not have regular contact with their family and would appreciate a daily phone call from a friend.

Phone calls typically last for between 5-10 minutes and are made by the same assigned person, who has been specifically trained for the job. Topics of conversation will vary according to the resident's interests and will always be of a friendly nature.

The care home challenge

We have successfully befriended many elderly people up and down the country, bringing them relief from their mundane circumstances and helping to put a smile on their faces. Feedback has proved that our services are highly valued and so we are offering you the opportunity to allow your own residents to also benefit by simply trying the service for free.

We invite you to challenge us to significantly improve the wellbeing of your residents, over a 3 week period, and at no cost whatsoever to you. We can work with you to provide calls to selected residents and you can simply monitor their response. We're sure you would find our befriending service invaluable to your residents' well-being and self-esteem.

Further details and no obligation

Should you decide to take up the challenge, there is absolutely no obligation on your part whatsoever, in continuing with the service beyond the trial period. We will be more than happy to provide you with further details about how the service works at your request. Just reply to this email and we'll get right back to you.

Thank you for your time.

Kind regards,

Jayde Lewis

Home To Home Calls

www.hometohomecalls.com

Tel: 0121 208 2911

Email Example #20

Subject Line:

Reach Out To Your Local Community In Rawdon

Body Copy:

Could our local services be of interest to you?

At the Crystal Temple Hall, right here in the heart of Rawdon, we are always looking for ways to unite the community through holistic activities and mutual interests.

As you may be aware we hold regular Yoga classes at the Temple for like-minded people who enjoy meeting others in a calm, relaxed and serene atmosphere within beautiful surroundings.

Meetings and functions...

However, did you know that our Temple Hall is also available to hire for community group activities, general meetings, coffee mornings and similar activities? It's the ideal venue for spiritual meetings, relaxation classes and many other similar community gatherings.

Our rates start at just £15 per hour. There is ample free parking in the evenings and at weekends and facilities include a kitchen, for refreshments and a convenient changing room.

If you or a group that you belong to might be interested in hiring our unique venue please contact us today on 07769 919 809 for more details.

Do you run a local business or offer your services to the local community?

We publish a monthly newsletter, which is circulated to 5000 homes within the Rawdon area and it could be the ideal solution for you to advertise your products and services.

Many people prefer to shop locally or use local tradesmen, like builders and plumbers, and so advertising with us could put you in touch with new customers right on your own door step.

Stay in touch with your local community...

Placing an advert in our newsletter is also a great way to inform people within the local community of special offers, discounts and clearance sales.

From window cleaners to gardeners and hairdressers to electricians, advertising in our guaranteed hand delivered newsletter could be just what you need to help your local business grow.

For more details about advertising in the April newsletter, please call now for rates and availability. Call 07769 919 809

At the Crystal Temple Hall we are committed to helping and serving our local community.

Kind regards,

(your name)

Tel: 07769 919 809

Crystal Temple Hall

www.thecrystaltemple.com

Email Example #21

Subject Line:

News About Gas Detection And Monitoring Equipment

Body Copy:

Hi {firstname},

This is a B2B communication

As a professional working within the gas industry you know exactly how important it is to ensure safety at all times. You don't need us to tell you that early gas exposure detection is absolutely crucial and gas monitoring is vitally important in all types of gas installations.

That's why we at Gas Monitor Point pride ourselves on supplying only the very best in personal and portable gas monitors to the trade and industry. Accuracy and sensitivity of our monitoring equipment is of the highest possible standards and that's guaranteed.

We supply a large range of quality gas detectors to suit every eventuality and we only supply equipment manufactured by names you can trust. We also offer...

- Free and fast delivery, which is just what you might expect from a company that really understands the industry and its customer's needs.
- We always carry a large quantity of stock to ensure you can get exactly what you want when you want it.
- Ordering online 24/7 is very convenient and ensures we receive and process your order in the fastest time possible.

For hand-held, personal monitors for the detection and monitoring of toxic gas, explosive gas and oxygen deficient conditions, check out our full range on our dedicated website at: www.gasmonitor-point.co.uk

We also calibrate and service existing gas monitoring equipment to comply with industry standard legislation and regulations. You'll find more information about calibration and equipment servicing on our website.

Contact our friendly helpline for further information on 01704 330 315

Kind regards,

(your name)

Gas Monitor Point

www.gasmonitor-point.co.uk

This is a B2B communication and complies with the Can Spam Act 2004 (UK).

Our registered business address is Gas Monitor Point, 82 Scarisbrick New Road, Southport, Merseyside, PR8 6PJ. If you do not want to receive further business and marketing information from us, please reply to this email with the word "Remove" in the subject line.

Email Example #22

Subject line:

Some Great Seasonal News From The KeepFit Bootcamp Team

Body Copy:

Dear Member,

As you are no doubt aware, Christmas is fast approaching and at this time of year, with so much going on and so much to think about, it's very easy to get distracted from our usual daily and weekly routines.

So, to help keep you keep focused on your fitness routine and ensure you stay in shape, we've got some seasonal news for you. Actually we've got some news, some good news and some great news for you.

News...

So, first the news about our brief Christmas closing period. Our KeepFit Bootcamp studios will be closed from 24th December to 28th December 2014, inclusive. That's more than enough time for all of us to relax and enjoy the festivities with close friends and families.

Next, the good news...

Over the past months you've worked hard and our instructors have worked hard, so in recognition of all your hard work the KeepFit Bootcamp team is busy organising a special Christmas event... and you're invited!

Our Christmas party will take place on the 18th December at the International Student House bar, Great Portland Street, which is upstairs from our studio. Come and join us for a drink and meet other members and the instructors as you've never seen them before... dressed normally! It all kicks off at around (put a time here).

Now the great news...

We all pile on a few pounds at Christmas time. It's inevitable. And why not? It only comes around once a year and so it's a good excuse to let your hair down. However, to help you prepare yourself and keep any weight gain to an absolute minimum we've come up with a great idea.

It's the 12 workouts of Christmas! KeepFit Bootcamp is offering all its members the opportunity to take advantage of 12 class passes, which can be used throughout December only, for just £15. These passes apply to all our locations and can be conveniently booked online. (Subject to a 24 hour cancellation notice policy)

Let the festivities begin!

We look forward to seeing you all very soon.

(sign off)