



We Love to Write

July Email Template

July Email Template for Agents:

Subject: Fun in the Sun

Description: Protect your business this summer

Email content:

Hi [Name], <--- Merge Tag Replace with Merge Tag code or remove and use a general greeting

Beat the heat this summer.

The summer months are some of the best. You get to enjoy longer days, family vacations, and time by the lake, pool or beach. It's also a busy time of year for many businesses.

This month we want to highlight some business classes we enjoy working with:

Ice Cream Shops

Pool Cleaning

Pool Maintenance

Air Conditioning and HVAC Contractors

Outdoor Furniture Retail Stores

Alcohol merchant wholesalers

Commercial Refrigeration Installation

Swimsuit Shops

Fire Extinguisher Maintenance and Repair

Ice Cream Trucks

We know you're busy, so we have a quick and easy way for you to get a free quote without picking up the phone or sending an email.

[Button: "Get a Free Quote"] <--- insert My Digital Agency link

As a reminder, we protect small businesses of all types! If you are a small business owner or know one, let us help.

Cheers,

[Agent Name]

[Agency Name] <--- make this a hyperlink

[Social Media Link] <--- make this a hyperlink

[Website Link] <--- make this a hyperlink



Use your email provider to send this template.

What's an email provider? Common email providers are Mailchimp, Constant Contact, Hubspot, and Salesforce. You may be using a different provider but they are outside platforms that you can purchase to send newsletters and mass emails to clients and prospects.

Email Template explained:

In this email template, we have placed [brackets] and italicized words.

Brackets: please remember to replace brackets with the correct information or merge tags.

- Merge Tags explained: Merge tags are placeholders/variables to represent contact data that your CSV file contains for each contact. These are variables that can be created/customized to be used along with the contact data available in imported CSV files like First Name, Last Name, Company, etc. You can find merge tags within your email provider's settings or content blocks when you are editing the email. You can preview and test these merge tags to avoid any mistakes when you send them.

Italicized words: remove the italic words or phrases and replace the bracket it is pointing to with the correct hyperlink or content.

Hyperlinks: Make sure these stand out in your emails. Most email providers make hyperlinks a different color and underline them automatically. But if yours doesn't you want to make it clear to your audience that a word or phrase has a link attached.

Review Email Best Practices: Review your [free email best practices download](#) to make sure you are sending an email you are proud of.