



We Love To Write

June Email Template

May Email Template for Agents:

Email Subject: You are the Author of Your Life 📖

Email Description: Don't skip the chapter where you protect your business

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

It's national DIY, Do it Yourself, Month.

As a small business owner, you are very great at "do it yourself". I am sure that's how you got started, right? You had an idea and you learned the rest.

That's step 1 of your success story.

Step 2 is to make sure your success story is protected.

[Agency Name] can help you protect your business and make sure you have the best coverage for the best price. The last thing you want going into the last half of the year is to be underinsured.

[Button: "Get a quote today"] <--- Insert Button with link to [My Digital Agency](#)

This month we are highlighting a few businesses that we can protect in minutes:

- Fiction Book Publishers (exclusively on internet)
- Educational Consultants
- Graphic Art and Related Design Services
- Fashion Design Services
- Interior Design Services
- Art Print (except exclusive internet publishing) Publishers
- Professional Book Publishers (except exclusive internet publishing)
- Web Hosting
- Cake/Cupcakes/Cake-pop/Cookie Retailers
- Podcast/Video Broadcasting

As a reminder, these aren't the only businesses we work with, so if you need insurance for your business but don't have time to give us a call today, you can get a [free quote] <--- [My Digital Agency Link](#) on our website.

[Button: Get a quote] <--- [My Digital Agency link](#)

What are you waiting for? Continue writing your story. We will be here when you need us.

Talk soon,

[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 contacts 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.