



# We Love To Write

## May Email Template

### May Email Template for Agents:

**Email Subject:** Don't Just Wing It. 🍗

**Email Description:** Leave the wings on the grill and make sure your business is protected.

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

May is National BBQ Month. So, leave the wings on the grill, but don't "wing it" when it comes to running your business.

As a small business owner, [Agency Name] can help you protect your most precious asset. The last thing you want is to be under-insured going into a busy time of year.

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

This month [Agency name] wants to highlight 10 new businesses that we love to protect:

- Meat Markets
- Butcher shops
- Seasoning/Olive oil store
- Beer-making supply store
- Beer and Ale Distributors
- Outdoor Grills Merchant Wholesalers
- BBQ Restaurants
- Kitchenware Stores
- Fire extinguisher installation
- BBQ Food stands and Food trucks

Thanks to these businesses for spicing things up in our community and making us 'hoppy'.

We know you're busy, so [Agency Name] has 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](#)

We protect small businesses of all types! If you are a small business owner or know one, we can get you the best coverage.

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 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.