## **After a First Demo or Meeting Email**

Subject line: Next Steps From Our Meeting Today

Hello [NAME],

It was a pleasure meeting with you today and learning more about [COMPANY NAME]. It was interesting to explore our opportunity to partner to help solve [COMPANY’S PAIN POINT] and deliver the results you’re seeking. To recap, here are the main ways we could help:

* Key point #1
* Key point #2
* Key point #3

I’m looking forward to meeting with you again on [TIME/DATE]. If you or any of your team members have any questions in the meantime, please don’t hesitate to reach out beforehand.

Thank you,

[SIGNATURE]

## **After a Trigger Event Email**

Subject line: Interesting article

Hello [NAME],

I know we’re not scheduled to touch base again until next month, but I wanted to send you this new article I found about your industry–I thought you’d find it interesting. I’d love to hear your thoughts.

Last time we talked, you asked for a price breakdown. Let me know if you have any questions about what I sent you.

Talk soon,

[SIGNATURE]

## **The Congratulatory Email Regarding Company News**

Subject line: Congratulations on [COMPANY NEWS]

Hello [NAME],

I was browsing the news today and saw the exciting announcement about your company! I wanted to send a quick congratulations regarding your [NEWS: ex: company anniversary, award new hires, new office space,etc.] We at [COMPANY NAME] are thrilled for you and your team.

Looking forward to our next meeting on [DATE/TIME]. Talk soon!

Best,

[SIGNATURE]

## **The Case Study or Testimonial Email**

Subject line: Here’s how [YOUR COMPANY NAME] helped [CUSTOMER NAME]

Hi [NAME],

Over the last year, we’ve been helping companies just like yours achieve [RESULT THE PROSPECT IS SEEKING]. As you and your team are preparing a decision, we know it’s best for you to have the data you need to make the right choice.

I’m attaching a case study about how we helped [CLIENT] by:

* #1 result
* #2 result
* #3 result

[Include client quote from case study, if possible]

Let’s set up some time about how we can create similar results for [COMPANY NAME]. Please me know when works best for you, or connect directly to my calendar with my Calendly link to schedule a convenient time.

Talk soon,

[NAME]

## When the Prospect Has “Gone Dark”–a.k.a, The “Hail Mary” Email

Subject line: What went wrong?

Hi [NAME],

I’ve reached out a few times over the past several weeks after our last meeting. I haven’t been able to get in touch with you so I can only assume one of three things:

1. You’re good to go with your current solution, so I should stop emailing you.
2. You’re still interested–but you’re busy and haven’t had a chance to write back.
3. You’ve been held hostage by the email warlords and need help.

Regardless, please let me know so we can explore next steps, if any.