

## *Webinar 11 Handout:* **SAMPLE EMAILS**

Communicate! Your clients will love it if you drop them a line to let them know you are thinking of them. In addition to your seasonal or weekly emails and group communications, a personalized hello will help to positively maintain your relationships. Here are some examples of things you might try:

### *Example...*

Hi Mark!

I hope you are doing fantastic. I know you are vacationing on Cape Cod this summer and I thought of you when I came across this article about a new farm stand you'll pass on your way there. Thought I'd share it (insert link here).

Report back to me on the blueberries when I see you on August 15th at 11AM. Enjoy your trip!

Warm and healthy regards,  
Keri

### *Example...*

Hello Audrey!

You have been on my mind, so I thought I would check in with you. I can see from my calendar that I have not sat down with you for 6 months. I'd love to have you in for a refresher to make sure you are still feeling as great as you were back in April. It has been an honor to be a part of your success and I know sometimes maintenance is the hardest part.

Let me know if you are available next Monday the 8th at 2PM or Wednesday the 10th at 11AM. If neither of those are good for you, send me some dates that work for you and I'll make you my top priority.

Warm and healthy regards,  
Keri

***Example...***

Dear Paula,

I hope all is well.

It was wonderful to see you at the market and meet your new babe! As we chatted about, I am working as a wellness coach. I would love the opportunity to work with you and your friends who are looking to lose some of the baby weight you mentioned. If you can pull 3 or more moms together on Friday the 7th at 10AM, I would love to host a workshop at the community garden on strategies to get your “fit mom” persona under way!

Let me know if you have a few minutes this Wednesday and the best time for me to call for us to iron out the details. You are welcome to ring me at: (your phone number).

Warm and healthy regards,  
Keri