



To: **White Label Partners**
Re: **Email Templates**
From: **Sarah Newnham**

Dear White Label Partners,

Please find following **Email Templates**,

These answers are scripted to be "copy-paste" ready for emails or used verbatim during sales calls.

If you have any questions or require any additional guidance, please do not hesitate to reach out to our team!

Many thanks,
Sarah

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1. Proposal Email Template

Subject Line: Proposal: [Client Name] Marketing Strategy

Preheader: Your roadmap to growth is ready. Let's review the details.

Hi [Client Name],

It was great speaking with you on [Day/Date]. I really enjoyed learning more about [Client's Business Name] and discussing your goals for the coming year.

Based on our conversation, I've put together a proposal outlining how we can help you achieve [specific goal mentioned, e.g., higher lead volume/better online visibility].

Why this approach works for you:

- **Tailored Strategy:** This isn't a generic package; it's built specifically to address [Client's Pain Point].
- **Full-Service Support:** You get access to a complete team of specialists without the overhead of hiring internally.
- **Scalable Growth:** Our "unlimited" model ensures we can adapt quickly as your business evolves.

You can view the full proposal here: [Link to Proposal]

I'm confident that this strategy will provide the structure and momentum [Client's Business Name] needs to reach that next level of growth.

Next Steps:

Please review the document at your convenience. If everything looks good, you can simply reply to this email.

If you have any questions or want to tweak any part of the scope, let's jump on a quick call to finalise the details.

[Calendar Link: Schedule a Call]

Looking forward to working together.

Best regards,

[Your Name]

[Your Agency Name]

2. Follow-Up Email Template

Subject Line: Thoughts on the proposal for [Client Business Name]?

Preheader: Just checking in to see if you had any questions.

Hi [Client Name],

I'm writing to follow up on the proposal I sent over last [Day of week sent].

I know things get busy, but I didn't want this to slip off your radar, especially as we're keen to help [Client Business Name] start seeing results from [Specific Goal, e.g., improved SEO/new campaigns].

A quick recap of what we're proposing:

- **Immediate Impact:** Addressing the quick wins we identified in our chat.
- **Long-Term Growth:** Building a sustainable pipeline of leads.
- **Predictable Investment:** No hidden fees or surprise costs.

Have you had a chance to review the details?

If you're ready to move forward, you can simply reply to this email. Or, if you have any questions or would like to adjust the scope, I'm happy to hop on a quick call to sort that out.

[Calendar Link: Schedule a Call]

Let me know what works best for you.

Cheers,

[Your Name]

[Your Agency Name]

3. Onboarding Welcome Email Template

Subject Line: Welcome to [Partner Agency Name]! Let's get started.

Preheader: Your onboarding journey begins here. Here is what happens next.

Hi [Client Name],

Welcome aboard! We are thrilled to have you as a client and can't wait to start working on growing [Client Business Name].

Our team is already gearing up, and we want to ensure we hit the ground running with a strategy that aligns perfectly with your goals.

Here is what the next few days look like:

1. **Information Gathering:** We need a few key details to set up your accounts and dashboards.

2. **Kickoff Call:** We'll jump on a brief call to confirm timelines and answer any immediate questions.

3. **Launch:** Once we have access and approval, we begin the work.

Your First Step:

To get started, please complete our secure onboarding form. This will capture everything we need—from login credentials to brand assets—so we don't have to pester you later.

[\[https://moonah.getformly.app/AXBTOh\]](https://moonah.getformly.app/AXBTOh)

We know trusting a partner with your marketing is a big decision, and we don't take it lightly. We are committed to transparency, hard work, and, most importantly, results.

If you have any trouble with the form, just hit reply and let me know.

Here's to a successful partnership!

Best regards,

[Your Name]

[Your Agency Name]

4. What Happens Next Email Template

Subject Line: Kickoff Complete: Here's what we're working on

Preheader: Your marketing strategy is now in motion. See the plan.

Hi [Client Name],

Thanks for completing the onboarding process and providing all the information we need.

The initial setup is now complete, and our team has started laying the groundwork for your campaigns. This "behind-the-scenes" phase is crucial for building a strong foundation for long-term growth.

Here's what our team is focused on right now:

- **Technical Audit & Setup:** We are running diagnostics on your website, setting up analytics tracking, and ensuring everything is configured for optimal performance.
- **Strategy Finalisation:** Based on the information you provided, we are finalising your strategy and campaigns.
- **First Tasks Queued:** Your first set of tasks, such as [Example Task 1, e.g., keyword research] and [Example Task 2, e.g., competitor analysis], are already in our production queue.

You can expect to see the first deliverables, such as [Example Deliverable, e.g., a draft blog post], within the next [7 business days].

We believe in full transparency and want you to feel confident about the progress being made. If you have any questions, please don't hesitate to reach out.

We're excited to be on this journey with you.

Best regards,

[Your Name]

[Your Agency Name]

5. Upsell / Cross-Sell Email Template

Subject Line: An idea to accelerate [Client Business Name]'s growth

Preheader: We've spotted an opportunity to get even better results.

Hi [Client Name],

I've been reviewing the performance of our current [Single Service/Growth] package for [Client Business Name], and I'm really pleased with the progress we're seeing, particularly regarding [Specific Win/Metric].

Because we know your business so well now, our team has identified a key opportunity to amplify these results.

While we are building strong momentum with [Current Service], we noticed there is a gap in your strategy regarding [New Service/Opportunity, e.g., Paid Ads / Email Marketing].

Why we recommend adding [New Service]:

- **Complementary Growth:** It works hand-in-hand with what we are already doing, creating a "multiplier effect" on your results.
- **Faster ROI:** While our current strategy builds long-term value, adding [New Service] can help generate [Specific Outcome, e.g., immediate traffic/quick sales].
- **Holistic Approach:** It ensures you are capturing customers at every stage of their buying journey.

We have a specialised [New Service eg. SEO] service that I think would be a perfect fit for where your business is right now.

Are you open to a quick 10-minute chat this week to walk through how this would work?

[Calendar Link: Schedule a Call]

No pressure at all—just wanted to share a proactive idea that could take things to the next level.

Best regards,

[Your Name]

[Your Agency Name]