

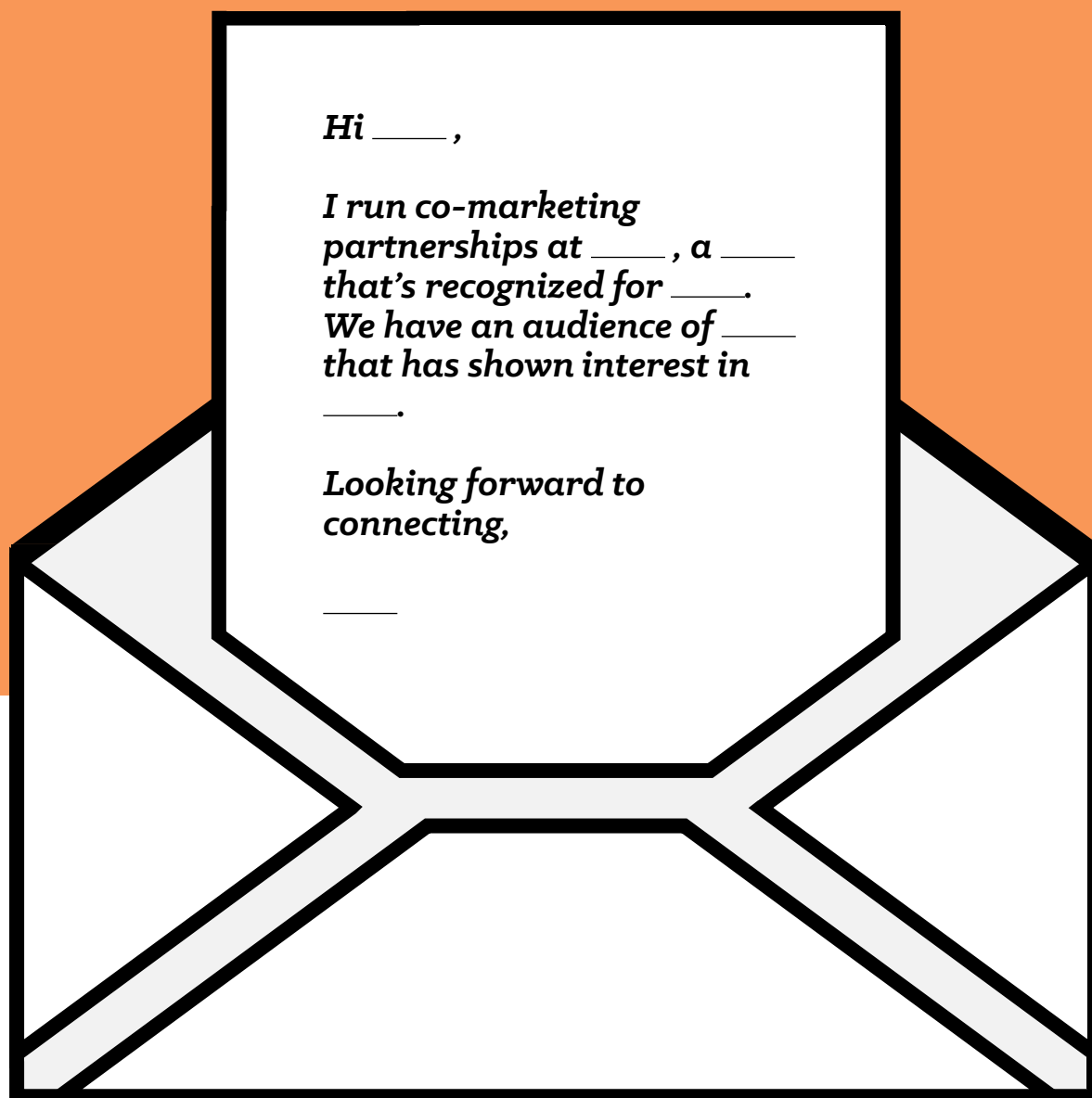


# Email Templates

---

## for Marketing & Sales

---



*Pre-Written Copy for All Your Email Needs*

# Introduction

---

If it feels like you live in your inbox all day, well, you might be right. [According to a report by McKinsey Global Institute](#), workers spend 28% of the work week reading and responding to emails -- that's almost a third of your working hours!

One way to cut down on that time? Making the whole act of writing emails a lot less time-consuming. Particularly for people with writer's block, drafting new emails can be a daunting task. And while sweating the details of how you've worded a message may only add a few minutes to your day, when you multiply that across the volume of emails you get, those minutes can quickly turn into hours.

So, we've considered the types of emails marketers and salespeople are likely to send on a repeat basis, and crafted templates that can help eliminate that time. These are emails we've tested out ourselves, and have found helpful to keep handy when sending out the same type of email week in and week out.

To use this yourself, simply copy and paste the template copy and replace any of the blanks with copy customized to your needs, mad-lib style. Be sure to give the final copy a readthrough, too, to ensure proper grammar and flow is maintained.

These templates may not cover every email you send on a repeat basis, but it should cover a good bit of them. And it should free up a good bit of your own time, too, if you keep the templates handy.

# Table of Contents:

---

- 1) Pre-Written Comarketing Emails ... **Pg. 4**
- 2) Pre-Written Customer Reference Emails ... **Pg. 11**
- 3) Pre-Written PR & Blogging Outreach Emails ... **Pg. 20**
- 4) Pre-Written Sales Emails ... **Pg. 29**

**Written by:** Corey Wainwright, Director of Content, HubSpot | [@corey\\_bos](#)

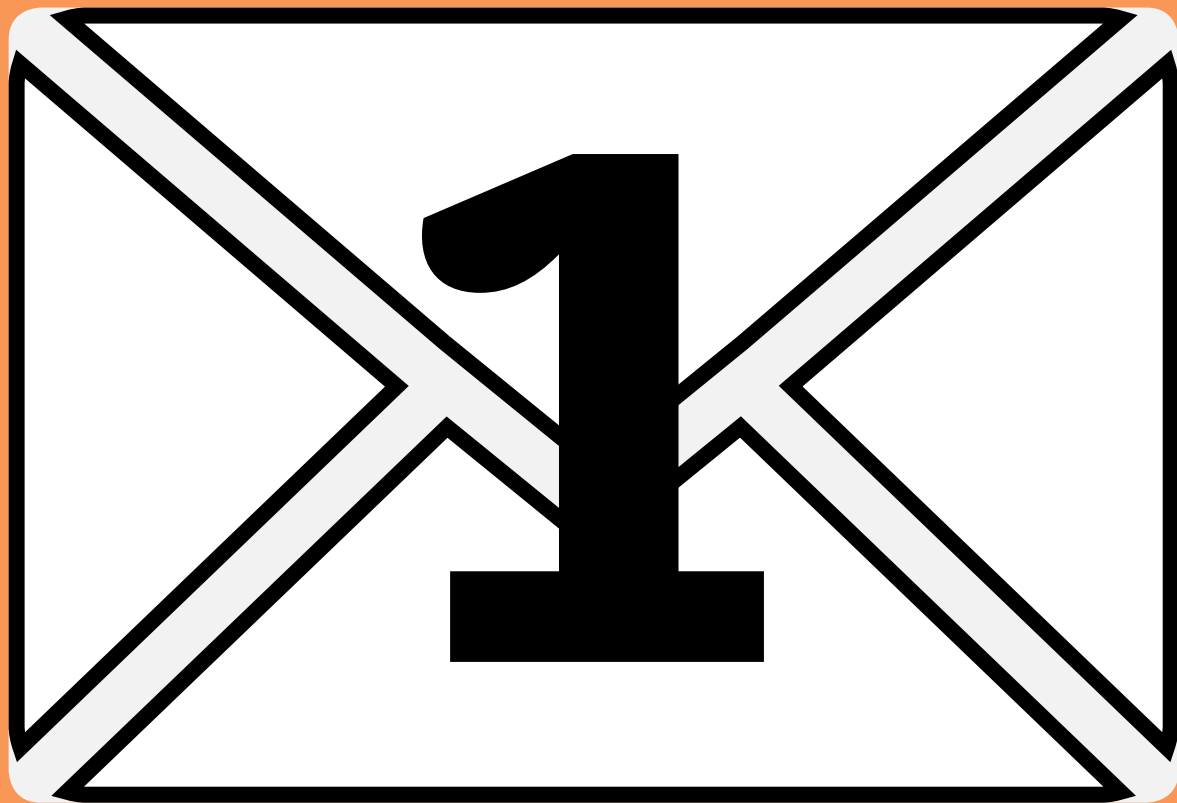
**Designed by:** Brittany Leaning, Content Marketing Strategist, HubSpot | [@bleaning](#)

# **Pre-Written**

---

# **Comarketing Emails**

---



# Template #1: Cold Comarketing Pitch

---

Hi **Name**,

I run co-marketing partnerships at **Your Company**, a **What Your Company Does** that's recognized for **Credential Legitimizing Your Company**. We have an audience of **Audience Persona & Audience Size** that has shown interest in **What Their Company Does**.

My team focuses on **What Your Team Focuses On** partnerships with companies like yours -- we've also worked with **Examples of Other Companies You've Worked With**.

I think there's an opportunity to partner on **Asset You'd Like to Partner On** to **End Goal You'd Like to Achieve**.

Would you be interested in talking about partnership opportunities between

**Their Company** and **Your Company**?

Looking forward to connecting,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Frank,

I run co-marketing partnerships at Fish n' Friends, a fishing company that's recognized for providing the #1 deep water fishing tours in Hawaii according to TravelFriend. We have an audience of 10,000 fishing enthusiasts that has shown interest in organizing fishing-themed bachelor parties.

My team focuses on social media partnerships with companies like yours -- we've also worked with Tour Companies Express and Underwater Parties LTD. I think there's an opportunity to partner on a Facebook Live event to bring party planners and fishing enthusiasts together.

Would you be interested in talking about partnership opportunities between Fish n' Friends and Party Down, Inc.?

Looking forward to connecting,  
Maria

Send A 📎 📁 \$ 📷 🔗 😊 🗑️ ▾

# Template #2: Pitch Via a Common Connection

---

Hey **Name**,

**Common Connection** gave me your contact info when I mentioned I was interested in working more with **Their Company**. I run **Your Division/Role** at **Your Company**, and am interested in working with **Their Company** on **Project & Project Goal**.

In the past, these partnerships have yielded **Result** -- you can take a look at some examples of past projects with **Company + Link to Project**, and **Company + Link to Project**.

If you're not the best person to continue a conversation with, would you mind introducing me to someone on your **Relevant Team** that I could speak with?

Looking forward to talking more,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hey Frank,

Lucia gave me your contact info when I mentioned I was interested in working more with Party Down, Inc. I run demand gen at Fish n' Friends, and am interested in working with Party Down, Inc on a Facebook Live event to expand both our audiences at the top of the funnel.

In the past, these partnerships have yielded 20,000 new followers -- you can take a look at some examples of post projects with Tour Companies Express <http://myprojectwithtourcompaniesexpress.com/>, and Underwater Parties LTD <http://myprojectwithunderwaterpartiesltd.com/>.

If you're not the best person to continue a conversation with, would you mind introducing me to someone on your demand gen or social teams that I could speak with?

Looking forward to talking more,  
Maria

**Send** | A | 📎 | 📁 | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾



# Template #3: Pitch to an Influential Company or Individual

---

Hi **Name**,

I work at **Your Company** as **Your Title** and I'm interested in working with your team on **Project**.

I admire **What You Admire About Their Company & Reason You Want to Partner**, and we take a lot of inspiration from it in our own **What You Do That's Similar**. I'm hoping we could partner up to **What You Want to Do Together, Specifically**. We could both promote it to our audiences -- we have **Your Audience Size** -- and hopefully **End Goal**.

If you're interested in doing something like this together, I'd love to talk more -- please feel free to get in touch here via email, or call me at **Phone Number**.

Looking forward to talking more,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Frank,

I work at Fish n' Friends as Director of Demand Gen and I'm interested in working with your team on a Facebook Live event.

I admire the hilarious video conversations I've seen between your customers and event planners on Facebook, and we take a lot of inspiration from it in our own live social media conversations. I'm hoping we could partner up to host a live event between a group of your customers and one of our tour leaders -- something like "Watch This Bachelor Party's Groom Reel in a Giant Tuna on His First Deep Sea Fishing Expedition". We could both promote it to our audiences -- we have 500,000 really engaged fans -- and hopefully expand both of our reaches on Facebook in the process.

If you're interested in doing something like this together, I'd love to talk more -- please feel free to get in touch here via email, or call me at 123-456-7890.

Looking forward to talking more,  
Maria

Send A | 📎 📷 💰 📷 🔗 😊 🗑️ | ▾

# Pre-Written Customer Reference Emails

**Note:** These templates come courtesy of HubSpot Customer Reference Manager [Victoria Aviles](#).



# Template #4: Customer Reference Request

---

Hi **Name**,

**Sales Rep** has a prospect who would like to speak with one of our customers, and we thought you'd be a great match. The prospect is looking to move off **Current Vendor**, but is worried about **Challenge/Concern**.

Here are some of the topics she'd most like to cover:

**Topic 1**

**Topic 2**

**Topic 3**

The prospect is **Name, Role, Company** -- a **What Their Company Does**.

**Name** has also worked with **Competitor**. She's free to chat **Dates & Times**.

Please let us know if you'd be up for a call. If so, **Sales Rep** will send out an introduction and assist on coordination.

Thank you for your help!

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Alonzo,

Grace has a prospect who would like to speak with one of our customers, and we thought you'd be a great match. The prospect is looking to book a tour for a high school reunion, but is worried about people being afraid of sharks.

Here are some of the topics he'd most like to cover:

- The choppiness of the high seas
- Dealing with people falling overboard
- Common misconceptions about sharks

The prospect is Lucas Jenkins, Alumni Relations Coordinator at Gloucester Prep -- a small private high school on Massachusetts' North Shore. Lucas has also worked with Avast Ye Matee Tours to get some quotes. He's free to chat anytime tomorrow or Friday before noon EST.

Please let us know if you'd be up for a call. If so, Grace will send out an introduction and assist on coordination.

Thank you for your help!  
Alex

Send A | 📎 📷 💰 📷 🔗 😊 🗑️ | ▼

# Template #5: Case Study Participation Request

---

Hi **Name**,

I'm thrilled to hear you **Positive Experience With Your Company**, and I was wondering whether you'd be interested in being featured as one of our customer success stories. I manage our case study initiatives, and have the opportunity to showcase all the great **What You and Your Customers Do Together** stories of customers like you.

To give you a sense of the process, the typical timeline is **Days/Weeks for Completion**. You'd just have to complete **Paperwork or Pre-Work**, and set up time to record with us for **Time Required**. My hope is we'd have this all wrapped up by **Date**.

If you're interested, please just let me know by responding to this email, or giving me a call at **Phone Number** if you have questions you'd like to ask before participating.

Best Regards,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Barbara,

I'm thrilled to hear you had fun on your ocean excursion on Saturday, and I was wondering whether you'd be interested in being featured as one of our customer success stories. I manage our case study initiatives, and have the opportunity to showcase all the great deep-sea fishing and boating adventure stories from customers like you.

To give you a sense of the process, the typical timeline is pretty quick -- one week from agreement to participate to the video being recorded and live, schedules permitting. You'd just have to complete one questionnaire, and set up time to record with us for one hour. My hope is we'd have this all wrapped up by next Friday.

If you're interested, please just let me know by responding to this email, or giving me a call at 123-456-7890 if you have questions you'd like to ask before participating.

Best Regards,  
Sebastian

Send A | 📎 📷 💰 📷 🔗 😊 🗑️ | ▾

# Template #6: Testimonial Feature Request

---

Hi **Name**,

I'm working on revamping our Reviews & Testimonials page and found a wonderful sound bite from a review you posted on **Review Site** -- thank you for the kind words! I'd love to get your thumbs up on using that quote and feature you on our Testimonials page.

Here's a preview:

**Link**

What do you think?

Best,

**Your Name**

*Click here to  
grab the text file*



# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Antonio,

I'm working on revamping our Reviews & Testimonials page and found a wonderful sound bite from a review you posted on Yelp -- thank you for the kind words! I'd love to get your thumbs up on using that quote and feature you on our Testimonials page.

Here's a preview:

<http://myawesometestimonialspage.com/>

What do you think?

Best,  
Jenkins

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# Template #7: New Testimonial Request

---

Hi **Name**,

I don't believe we crossed paths while you were working with **Your Company**, but

I wanted to introduce myself. My name is **Your Name** and I run **Your Company's**

testimonial initiatives; your name was passed over to me from **Coworker Name & Position**

-- she said you **Reason They'd Provide a Good Testimonial**.

We're looking to feature a few of our best customers who **Reason They'd Be Featured**

on our Testimonials page, and **Coworker Name** mentioned you might be willing to provide a quote.

Would you be open to having a featured quote on our Testimonials page? You can check other quotes out here **Link** -- nothing too lengthy, but something to show why you chose **Company** or your best experience with us would be great.

Thanks in advance for your consideration!

Warmly,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

New Message — ↗ ✕

Recipients

Subject

Hi Griselda,

I don't believe we crossed paths while you were working with Fish n' Friends, but I wanted to introduce myself. My name is Johan and I run Fish n' Friends' testimonial initiatives; your name was passed over to me from our excursion leader, Alice -- she said you swam with one of the biggest schools of dolphins she's ever seen and got some great pictures.

We're looking to feature a few of our best customers who have enjoyed swimming in the Pacific waters and seen some great wildlife on our Testimonials page, and Alice mentioned you might be willing to provide a quote.

Would you be open to having a featured quote on our Testimonials page? You can check other quotes out here -- nothing too lengthy, but something to show why you chose Fish n' Friends or your best experience with us would be great.

Feel free to ask any questions that come to mind, and thanks in advance for your consideration!

Warmly,  
Jenkins

Send A | 📎 📷 💰 📷 🔗 😊 🗑️ | ▾

# **Pre-Written PR & Blogging Outreach Emails**



# Template #8: Speaker Outreach

---

Hi **Name**,

I'm **Position & Company**, and I wanted to reach out to gauge your interest in speaking at **Event** /having **Talent** speak at **Event**.

A little more information on us: **Event** is all about **Theme**. Typically, we see **Attendance**, and we're regularly promoted across **Promotional Channels**, which attract **Size of Audience on Those Channels**.

Past speakers have included: **Name + Link** **Name + Link** **Name + Link**

The speaking opportunity could help bring some visibility to **Company/Person/Initiative**, and I know our audience would be very interested to hear about it.

We'd love to have you at **Event** to talk about **What They Might Want to Discuss**, **Another Topic You Might Want to Discuss**, **+ Another Topic You Both Care About**.

Please let me know if you're interested, and we can talk more about next steps.

Best,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Big Tuna,

I'm Events Director at Fish n' Friends, and I wanted to reach out to gauge your interest in speaking at Underwater Thought Leaders Unite: Ten Big Tunas Talkin' the Tuna Trade.

A little more information on us: UTLU:TBTTTT is all about the future of tuna. Typically, we see 5,000 attendees, and we're regularly promoted across our social media networks and partner blogs, which attract 750,000 fans and followers, and 125,000 subscribers, respectively.

Past speakers have included: [Jumpin' June](#), [Albacore AI](#), and [Bluefin Bob](#).

The speaking opportunity could help bring some visibility to Big Tuna Supply Co., as well as your focus on sustainable fishing practices, and I know our audience would be very interested to hear about that.

We'd love to have you at UTLU:TBTTTT to talk about sustainable tuna fishing, the future of the tuna industry, and how equipment choices have changed over the years.

Please let me know if you're interested, and we can talk more about next steps.

Best,  
Lisa

Send A 📎 📷 \$ 📷 🔗 😊 🗑️ ▾

# Template #9: Press Outreach

---

Hi **Name**,

In case you haven't seen yet, **Your Company/Company Initiative** was featured

**Where You Were Featured** this morning. **Reason They Care As It Is Related to**

**What They Cover**.

**Person of Note** shared his thoughts on it just a few moments ago in **Asset + Link**:

**Person of Note's Quote**.

This news is really exciting alongside **Recent Company Mention Elsewhere + Link**,

**Recent Company Accomplishment + Link**, and **Recent Trend + Link**.

Happy to answer any follow-up questions if this is something you'd like to cover.

Thanks!

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

New Message — ↗ ✕

Recipients

Subject

Hi Ronald,

In case you haven't seen yet, Fish n' Friends' 'Friend of the Fishies' event was featured on [yourlocalcity.com](#) this morning as a top weekend activity. Our city is home to over 300 species of endangered fish, and with over \$50M in tourism coming into the local economy each year, elected officials have put more emphasis than ever on sustainable tourism companies as well as activities that get the local community engaged.

Chief of Fisheries Blanca Winsome shared her thoughts on it just a few moments ago in [an official government press release](#): The work Fish n' Friends is doing has always been laudable in their commitment to sustainable fishing practices, but the education they're now bringing it to the local community will be sure to have a long-term positive impact on our growing eco-tourism economy as well as our endangered underwater friends.

This news is really exciting alongside our mention in [Water Weekly](#), top ranking on [Best Tourism Website](#), and [the rising popularity of eco-tourism](#).

Happy to answer any follow-up questions if this is something you'd like to cover.

Thanks!  
Wanda

Send A 📎 📷 \$ 📷 🔗 😊 🗑️ ▾



# Template #10: Guest Blog Post Pitch

---

Hi **Editor's Name**,

I've enjoyed reading your blog posts about **Topic They Write About**, and noticed there was no post covering the angle **Angle They Haven't Covered**. So, I thought I'd write a draft and see if you're interested in publishing it on your blog.

Please find the draft attached. If you're interested in publishing it, I would be excited to see it go up! If you'd like me to make any revisions, I can do that, too.

Best,

**Your Name**

*[Click here to  
grab the text file](#)*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Shawna,

I've enjoyed reading your blog posts about the Great Barrier Reef, and noticed there was no post covering the angle of how recreational scuba divers can contribute to its safety. So, I thought I'd write a draft and see if you're interested in publishing it on your blog.

Please find the draft attached. If you're interested in publishing it, I would be excited to see it go up! If you'd like me to make any revisions, I can do that, too.

Best,  
Christopher

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# Template #11: Rejecting a Guest Blog Post

---

Hi **Author**,

Thanks for sending over the article on **Topic**. However, I don't think this is a great fit for our blog. The article is **Quality of the Article That Makes It a Poor Fit**. We've previously written on **Topic the Article Covers** here **Link** and here **Link**.

I'm going to pass on this piece, but I'd encourage you to take a look at our guest blogging guidelines here **Link** and our previous posts on this topic here **Link**. I'm open to seeing another pitch from you in the future.

Thanks,

**Your Name**

*Click here to  
grab the text file*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Christopher,

Thanks for sending over the article on whale watching. However, I don't think this is a great fit for our blog. The article is geared toward professional whale watchers, but our audience caters more toward enthusiasts and travelers.

I'm going to pass on this piece, but I'd encourage you to take a look at our [guest blogging guidelines here](#) and our [previous posts on this topic here](#). I'm open to seeing another pitch from you in the future.

Thanks,  
Shawna

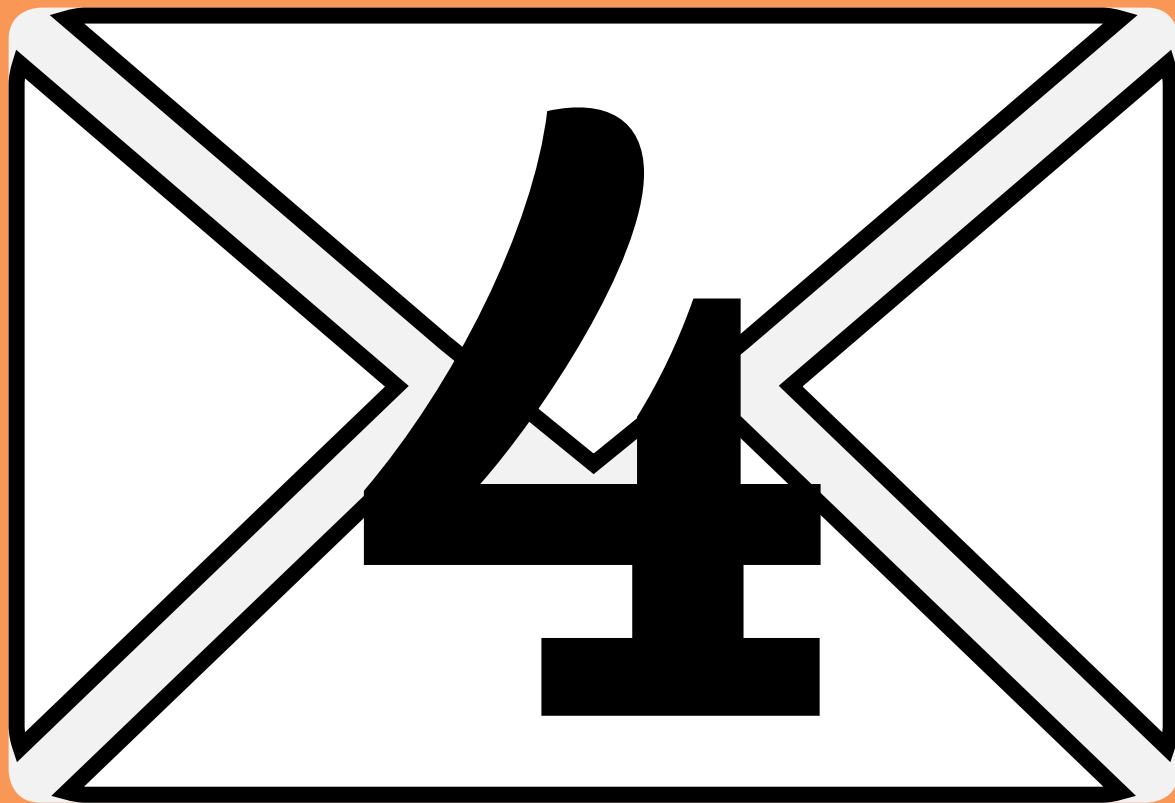
Send A | 📎 📷 \$ 📷 🔗 😊 🗑️ | ▼

# Pre-Written Sales Emails

---

---

**Note:** If you like these templates, you can find several more on the [HubSpot Sales site](#) that are already CRM-ready -- for your own use, or to help your colleagues in Sales.



# Template #12: Just Checking In

---

Hi **Name**,

Last we chatted, you requested that I get in touch in **Time Frame**. I may be a month early, but I figured it'd be worth checking in.

Have you given any additional thought to my proposal? I'd be happy to do a quick review of it on the phone and answer any pending questions.

What does your calendar look like to talk?

Best,

**Your Name**

*[Click here to grab the text file](#)*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Alan,

Last we chatted, you requested that I get in touch in February. I may be a month early, but I figured it'd be worth checking in.

Have you given any additional thought to my proposal? I'd be happy to do a quick review of it on the phone and answer any pending questions.

What does your calendar look like to talk?

Best,  
Broderick

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# Template #13: Voicemail Follow-up

---

Hi **Name**,

I just called to **Reason You Called**.

In my voicemail, I mentioned that I'll try you again on **Date & Time**, but feel free to reach me whenever works best for you at **Phone Number** or shoot me any questions via email.

- **Your Name**

*[Click here to grab the text file](#)*



# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Wendel,

I just called to see whether you wanted to hear more about anniversary packages now that your one-year is coming up.

In my voicemail, I mentioned that I'll try you again on Monday, September 12th, at 2PM but feel free to reach me whenever works best for you at 123-456-7890 or shoot me any questions via email.

- Jeanine

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# Template #14: Follow-up After an In-Person

---

Hi **Name**,

I hope you enjoyed the event and learned more about **Subject Matter** to improve your **Problem Facing Person/Business**.

I'm sure **Objective** is a priority for you, so I thought I'd send you **Piece of Content** for you to review. If you'd like any additional information about how **Details of Content**, I'd be more than happy to have a quick chat over the phone or email.

Just let me know if you have any questions or would like to have a more in-depth conversation. I'm here whenever you need me.

Best,

**Your Name**

*[Click here to  
grab the text file](#)*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Hi Quentin,

I hope you enjoyed the event and learned more about boat chartering to improve your tour company's sales.

I'm sure more advanced help with your P&Ls is a priority for you, so I thought I'd send you "The Growing Franchise Owner's Guide to Financials" for you to review. If you'd like any additional information about how to factor in partnering with a boat charter into your financial and budget projections, I'd be more than happy to have a quick chat over the phone or email.

Just let me know if you have any questions or would like to have a more in-depth conversation. I'm here whenever you need me.

Best,  
Lauren

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# Template #15: Breakup Email

---

**First Name** ,

We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they're either really busy or aren't interested.

If you aren't interested, do I have your permission to close your file?

If you're still interested, what do you recommend as a next step?

Thanks for your help.

Best,

**Your Name**

*[Click here to  
grab the text file](#)*

# EXAMPLE

---

New Message — ↗ ✕

Recipients

Subject

Bonnie,

We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they're either really busy or aren't interested.

If you aren't interested, do I have your permission to close your file?  
If you're still interested, what do you recommend as a next step?

Thanks for your help.

Best,  
Lester

**Send** | A | 📎 | 🗑️ | 💰 | 📷 | 🔗 | 😊 | 🗑️ | ▾

# HubSpot Email

## An end to ineffective emails

You shouldn't have to put on battle gear to get your email to look just right. HubSpot makes email layout easier. Build your content, preview it live, and feel confident before you send. Without leaving HubSpot's software you can segment your list, remove duplicates, and even tailor your emails to each recipient to make them more relevant.

**Try it Free**

### Grow Your List

There's more to emailing than broadcasting out to a static email list. HubSpot gives you the tools to actually attract new subscribers.

### Integrated Analytics

No more exporting and merging data. With HubSpot, email metrics are fully integrated into the rest of your marketing analytics.

### Tailored Email

Segment your lists based on up to 1000 different criteria and personalize everything about your emails from sender to message.

