

# Create Follow up Email

## Purpose

Be prepared with a follow-up email template for potential clients, including helpful resources and registration links. We recommend creating templates for businesses, members, and affiliates, keeping the emails concise, purposeful, and friendly. This document conveniently provides suggested email templates for each category.

We review how to use templates in Outlook and Gmail. If you use a CRM, find the Templates tools to craft your emails.

## What You Need

- Your Webpage
- Email Application

## Create Email Templates

### Microsoft Outlook

#### *Creating a Template*

1. Open a new email
2. Construct your message
3. Click File > Save as Template

#### *Using Template*

1. Open a new email
2. Click the ellipses in the upper righthand corner
3. Choose My Templates > Click name of the template

Outlook will load the template into the body of the email. You can personalize it before you Send.

### Gmail

#### *Creating a Template*

1. Click "Compose" and write your message in the Compose window.
2. Click the ellipses at the bottom right of the Compose window.
3. Select "Templates", then click "Save draft as new Template", and "Save as new template".

#### *Using Template*

1. Compose a new email
2. Click More Options > Canned Responses
3. Choose My Templates > Click name of the template

Gmail will load the template into the body of the email. You can personalize it before you Send.

## Sample Email Messages

On next page, you'll find three separate templates.

- Business
- Member
- Affiliate

## For Business

### Subject: Your Business Benefit Information

Hello,

Thank you for your interest in our employee benefits program. Our employee benefits program has a proven track record of helping businesses with recruiting, employee retention, and building a positive work culture. The best part is, there are no monthly costs associated with our program, allowing you to prioritize your employees' well-being. To help you better understand the benefits of our program, we have provided some information below.

- [Business Program Review](#)
- [Benefit Whitepapers](#)

Here's a link to the website for registering your business. Our team will reach out to you for next steps after you complete the registration.

- [Register Your Business](#)

All the best,

## For Members

### Subject: LifeExec Benefits Information

Hello,

Thank you for your interest in our benefits programs. We pride ourselves on offering easy-to-understand and affordable options that can be quickly implemented. We understand the importance of customizing a benefit program that suits both your health needs and budget. To assist you in making the right choice, we have provided some information below to help you navigate and tailor the program to your specific requirements.

- [Member Program Review](#)
- [Benefit Whitepapers](#)

Here's a link to the website for enrolling in benefits. If you enroll before the 20<sup>th</sup>, we'll have your benefits ready by the first of the month.

- <ENTER YOUR LINK HERE>

Best regards,

## **For Affiliates**

**Subject: LifeExec Affiliate Program**

Hello,

Thank you for your interest in our affiliate program. Every day, I am driven by the opportunity to positively impact the health and financial wellness of my community. I am fully confident that you will experience the same sense of joy and excitement in contributing to this mission. To help you make an informed decision regarding the suitability of the program for you, we have included some information below.

- [Affiliate Program Review](#)
- [Member Program Review](#)

Here's a link to the website for enrolling the affiliate program. I'm excited for you!

- [Affiliate Registration](#)

All the best,