17 EMAIL SCRIPTS THAT HAVE HELPED US GROW OUR BUSINESS (FOR YOU TO STEAL)
## Contents

3  Topic development script  
5  Influencer outreach script: Initial email  
6  Influencer outreach script: The ask  
7  Guest post pitch script  
8  Email subscriber onboarding: Welcome email script  
9  Email subscriber onboarding: Email 2 script  
10 Email subscriber onboarding: Email 3 script  
11 Email subscriber onboarding: “Sell” email script  
12 Customer development script (for potential customers)  
13 Customer development script (for existing customers)  
14 Customer welcome email script  
15 Customer exit survey email script  
16 Customer testimonial pitch script (open-ended)  
17 Customer testimonial pitch script (pre-written)  
18 Product outage email script: Initial  
19 Product outage email script: Update  
20 Product outage email script: Final
Use these to get the point across, but remember: they will be 1,000 times more effective if you personalize them and make them your own!

1. Topic development script

Not sure what to write about? The most effective topics are those that are pulled out of your readers (i.e., what they already want and need), versus those that are pushed on them (i.e. what you think they should read about).

Use this script to pull great topics from your audience, whether they’re existing customers or not.

Have time for a quick chat?

Alex from Groove

to

Hi [name],

As CEO of [company], there’s nothing that keeps me up at night more than thinking about how we can deliver more value to you.

I want to hear about your experience with [the problem you’re solving]. What you struggle with. What you hope to achieve. What you love and hate. What you’ve been wanting to overcome but just haven’t been able to yet.

If you’re willing to give me 10-15 minutes of your time, it would mean a lot to me. And I promise that we’ll do everything in our power to help you break through your biggest [your industry] challenges.

If you’re interested, just reply to this message, and I’ll send you instructions for setting up our call.

Thanks so much.

Cheers,
[your name]
Subject: Have time for a quick chat?

Hi [name],

As CEO of [company], there’s nothing that keeps me up at night more than thinking about how we can deliver more value to you.

I want to hear about your experience with [the problem you’re solving]. What you struggle with. What you hope to achieve. What you love and hate. What you’ve been wanting to overcome but just haven’t been able to yet.

**If you’re willing to give me 10-15 minutes of your time**, it would mean a lot to me. And I promise that we’ll do everything in our power to help you break through your biggest [your industry] challenges.

**If you’re interested, just reply to this message, and I’ll send you instructions for setting up our call.**

Thanks so much.

Cheers,
[your name]
2. Influencer outreach script: Initial email

It’s no secret that influencer outreach has been key to the growth of this blog. Use this script to reach out to influencers to get help with your content (and set yourself apart from the 99% of marketers who simply email with an ask “for a quick share”).

Subject: Thanks! And a quick question...

Hi [name],

I loved your post about [subject + authentic reason].

I wrote a post about [compelling teaser]. I know you’re an expert on this, and I’d really appreciate your feedback.

Do you mind if I send you a link?

Thanks
[your name]
3. Influencer outreach script: The ask

After getting feedback on your content, come back with an ask.

Hey [name],

Thanks so much for your help! [note which of their feedback you incorporated here], and you’re right: it definitely made the post stronger.

I just pushed the post live here [link].

I’m really grateful, as I know you’re probably super busy. If you like the post, I’d really appreciate a share :)

Thanks again!
[your name]
4. Guest post pitch script

Guest posting gives you access to large new audiences that others have spent years building. Use this script to build those relationships.

Hey [name]

Hope all’s well.

Been working on a blog post that I think will do really well, and could potentially be a great fit for [their blog]. Would love to publish there (and help promote to our [number of subscribers] subscribers). Recently did posts on [site you recently guest posted on, if applicable]—let me know if you want the first crack at this one :)

It’s about [compelling teaser].

Mind if I send the post your way for review?

Thanks,
[your name]
5. Email subscriber onboarding: Welcome email script

When a reader subscribes to your email list, your email autoresponder becomes responsible for nurturing them into customers. The first email should set their expectations for what they’ll be receiving from you, include a few personal touches, and show them how to unsubscribe.

Hey there!

I really appreciate you signing up to get new content from [your company].

Over the next few days, I’ll send you some highlights with our best content to help you get started. I know that you’re super busy, and I do my best to make sure that every email I send is valuable to you, with experiences and lessons that you can use to help grow your business.

You can reach me anytime at [your email]. You can also follow me on Twitter at [your Twitter].

And if you’re in [your city], shoot me an email. I love to meet [who do you want to meet?].

Thanks again, and if you ever have any questions or feedback, just send me an email—I read and respond to every one.

Cheers,

[your name]

P.S. I’ll never send you spam, and I’ll never share your email address with anyone. If you ever want to unsubscribe, just use the link in the footer of this email.
6. Email subscriber onboarding: Email 2 script

The next day, send an email with a link to your most popular posts. This makes it easier for someone new to your blog to dive in and start with the content that others have found most valuable.

Hi there,

Since launching the blog, we’ve published more than [number of posts] posts on [topics].

To make it easier for you to get started, I put together a list of the most popular, valuable, and controversial blog posts we’ve ever published. These are the ones I still get the most emails about, even though some of them are over a year old.

You can find those test posts here: [link]

Hope you enjoy :)

Cheers,
[your name]
7. Email subscriber onboarding: Email 3 script

A few days later, follow up with links to some of the guest posts you’ve published elsewhere around the web.

Today, I want to share some content I wrote that I think you’ll find really valuable, but that’s never appeared on our site.

I’m talking about guests posts I’ve written for blogs like [guest posting sites]. You can check them out here:

[links go here]

Thanks for reading, and I hope these posts are helpful to you :)

Cheers,
[your name]
8. Email subscriber onboarding: “Sell” email script

Finally comes the ask. Reiterate the value that you’ve delivered over the past couple of weeks, explain what your business is and does, and invite the subscriber to engage.

Hi there,

Over the past week, I’ve sent you a series of emails to welcome you to the [your company] community. I hope they’ve been valuable to you. This is the final email in our Welcome Series.

If you’re enjoying our blog, then I’ve got one more thing I want to tell you about that I think you’ll find useful.

It’s the reason we do everything we do at [your company], and easily the most valuable thing we produce.

[your pitch, call to action and signup link]

Enjoy, and once again, welcome to [your company] :)

Cheers,
[your name]
9. Customer development script (for potential customers)

When you’re first starting to build your business, use this script to validate your idea, collect feedback, and better understand how to build the right solution for your market.

Hey [name],

Hope all’s well!

As mentioned, I’m working on getting my next venture going. I know you do a lot of [function you’re solving] at [company], and I was hoping I could bug you for 10 minutes to ask you a few questions. I’ve got nothing to sell, just wanted to hear about how you guys do [function you’re solving] :) Let me know—thanks!

For more of the latest customer support tips, head to groovehq.com/blog
10. Customer development script (for existing customers)

If you already have a customer base, then use this script to set up calls with your customers to ensure that you’re keeping their real needs—and not just your assumptions—front and center.

Hi [name],

As CEO of [your company], there’s nothing that keeps me up at night more than thinking about how we can make a better product for you.

But one of the most important lessons we’ve learned over the years is that what WE think is best for the product doesn’t really matter. What matters most is the challenges our customers—that’s you—are facing, and how we can better solve them.

We’ve always worked hard to get to know our customers, but I want to go deeper than we ever had before.

Over the next few months, my goal is to have a conversation—via phone or Skype—with every single [your company] customer. All [number of customers] of you. I want to hear about your experience with [your company]. What you like. What you love. What you hate. What you’ve been wanting us to fix or improve but just haven’t gotten around to email us about.

If you are willing to give me 10-15 minutes of your time, it would mean a lot to me. And you’ll get to be a big part of helping us make [your company] the best product it can possibly be.

If you’re interested, just reply to this message, and I’ll send you instructions for setting up our call.

Thanks so much for being a loyal [your company] customer.

Cheers,
[your name]
11. Customer welcome email script

This email goes out to every single person that signs up for Groove.

The insights we’ve gotten early on from the responses have been game-changing. We’ve been able to transform our messaging based on what we learned is most important to new customers, and we’ve been able to build deeper relationships with those customers by helping them with whatever unique goals or challenges drove them to sign up.

Hey [name],

I really appreciate you joining us at [your company], and I know you’ll love it when you see how easy it is to [what your product does].

We built [your company] to [your purpose], and I hope that we can achieve that for you.

If you wouldn’t mind, I’d love it if you answered one quick question: why did you sign up for [your company]?

I’m asking because knowing what made you sign up is really helpful for us in making sure that we’re delivering on what our users want. Just hit “Reply” and let me know.

By the way, over the next couple of weeks, we’ll be sending you a few more emails to help you get maximum value from [your company]. We’ll be sharing some tips, checking in with you, and showing you how some of our customers use [your company] to [your purpose].

Thanks,
[your name]
12. Customer exit survey email script

Customers that are on their way out the door can offer incredibly valuable insight into what you can do better. Use this simple email to collect useful feedback.

Hey [name],

Thanks so much for giving [your company] a try. I'm sorry that you didn't love it.

I have a quick question that I hope you’ll answer to help us make [your company] better: why did you cancel?

Just reply to this email and let me know. I'd really appreciate it.

Thanks,
[your name]
13. Customer testimonial pitch script (open-ended)

Testimonials are a powerful marketing tool that give you credibility and help your prospects determine if your product or service is right for them.

This script is useful when you’re looking to collect general testimonials.

Hey [name],

**Quick question:** I really appreciate your kind words about [your company] on Twitter. It always makes me (and the whole team) super excited when customers are so happy that they tell the world :)

**Would you mind if we shared your story on our site?**

Would love to get some insight into your experience with [your company]. Let me know if have a few minutes to hop on a call, or feel free to answer the two questions below:

1. How were you doing [function] before [your company]?

2. What was the moment you *knew* you had made the right choice with [your company]? What did we do to prove that you were getting real value out of the product?

Thanks!
[your name]
14. Customer testimonial pitch script (pre-written)

This script, on the other hand, is designed for when you need a testimonial to speak to a specific feature. If you feel that your customer doesn’t have much time or isn’t too comfortable writing, consider this approach instead.

Hey [name],

**Quick question:** I really appreciate your kind words about [your company] on Twitter. It always makes me (and the whole team) super excited when customers are so happy that they tell the world :)

**Would you mind if we shared a snippet of your story on our site?**

Specifically, I’d love to let the world know how you feel about the [feature/benefit you want to highlight]. Do you think you could give us a short (1-2 sentence) quote here?

Something like: [script goes here]

Feel free to edit or rewrite entirely to whatever is accurate and honest :)

Of course, we’ll shout you out and link to your site.

Thanks again!

Cheers,
[your name]
15. Product outage email script: Initial

Extended downtime is one of the toughest and most nail-biting experiences for any tech business. It hurts, but how you come out on the other side comes down to how well you communicate with your customers during the ordeal.

Hi [name],

[Explain the issue clearly and honestly first]

You’ve put your trust in [your company] to keep your [function] running smoothly, and I know how angry and disappointed you might feel if you’ve been trying—and failing—to access your account. Words can’t express how deeply sorry I am for this issue.

Please know that as soon as this issue is resolved, we’ll be looking at ways to regain your trust and ensure that this never happens again.

Again, please accept my deepest apologies. I’ll update you shortly to let you know when the server has been restored.

If you have any questions, please don’t hesitate to email me directly at [your email].

[your name]
16. Product outage email script: Update

Send constant updates until the issue is resolved.

Hi [name],

I just wanted to give you a quick in-progress update on our team’s efforts to battle this morning’s issue and get [your company] back to 100% functional for you.

[honest and clear update on the status of the issue]

Thanks again for bearing with us as we get [your company] back up and running, and again, please accept my apologies for today’s issues.

As always, feel free to email me directly at [your email] with any questions or feedback.

[your name]
17. Product outage email script: Final

And be sure to follow up once you’re back up with a deep, heartfelt apology and clear plan forward.

Hi [name],

[clear and final account of what happened and the impact on the customer]

Again, I can’t emphasize enough how sorry I am for any trouble this has caused you. I deeply value the trust that you put in [your company] and our team, and it crushes me to disappoint you like we did this morning.

In the coming hours, we’ll be [what you’ll be doing next.]

And once we’ve completed our post-mortem, we’ll explain everything that happened in great detail.

I hope you’ll accept this apology from me on behalf of our entire team. We’re incredibly grateful for your trust, and we’ll continue to work tirelessly to regain and keep it.

As always, feel free to email me directly at [your email] with any questions or feedback.

Best,
[your name]
Your support, at it’s best

Over 8000 companies around the world provide awesome support, faster with Groove

Start your free trial