



SAMPLE MESSAGES

Contacting former clients

Hi [\[Client's Name\]](#)!

I hope you're doing well. My name is [\[your name\]](#) and I previously worked with your team to [\[insert details about previous projects\]](#). It's been awhile since we last spoke, so I wanted to reach out and see if you have any projects that you need help with in the coming weeks. Working with your team is always a pleasure and I'd love to partner with you again.

I know you handle a lot of projects, so I've linked to some of the work we did together below. I've also included links to a few similar projects I've completed for other clients since we last touched base.

[\[Links\]](#)

Let me know if there's any way I can help ease your workload!

[\[Your Name\]](#)

Contacting new prospects

Hi [Client's Name]!

I hope you're doing well. I recently discovered your company and couldn't help noticing that you don't have an active social media presence. More than 50% of online users research businesses through social media, so you may be missing out on this large group of potential customers.

Managing a social media account can require time and knowledge that you don't have, so I wanted to offer my expertise as a social media specialist. As you can see in the links below, my clients have developed a thriving online presence that increases their business and exposure. I would love to help you do the same.

[Links]

If you are interested in reaching this online audience, I'd love to share the ways social media can help you promote your business. Just reply to this email to let me know!

Have a great day!

[Your Name]

Follow-up with previous clients

This email should be sent in the same thread as the original message so you can include the information without repeating it all.

Hi [Client's Name]!

I hope you're doing well! You have a lot on your plate, so I just wanted to reach out again to make sure you received the email I sent earlier this week.

I loved working with you on [past projects] and I'd love to continue our relationship if you have any projects that you need help with in the coming weeks.

If there's anything I can do to keep your projects moving forward, please let me know!

Have a great day!

[Your Name]

Follow-up with new prospects

Hi [Client's Name]!

I hope you're having a great day. I am following up on a message I recently sent about your company's social media presence.

As a quick recap, your company may be missing out on important business without active social media accounts. There are many ways to reach these potential customers and I'd love to help you grow your business through these channels, much like I did for these clients:

[Links]

If you would like to see how social media can expand your business, just reply to this email to let me know.

Have a wonderful week!

[Your Name]



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