**Purpose of Free Content Email Template**

When providing free content, you are looking to build thought leadership and reputation with your audience. This is a perfect opportunity to introduce prospects to your blog, event opportunities, and other types of publications so that they can get to know you!

**Things to Consider**

* Subject Line: Try phrasing your subject line as a question to make it stand out
* Body Content: This is not an opportunity to sell, but to have the reader get to know you
* Image: Try to always include an images to make your email engaging
* CTAs: This is the only time it is okay to have multiple CTAs

**EMAIL TEMPLATE**

Sender: Your Email Address

Subject: Need free equity and inclusion resources?

Preview: Tune in for updates on all things [your topic or niche] in K-12 education.

Hello [first name],

[INTRODUCE YOUR FOCUS OR NICHE]

If you are looking for free resources to provide equitable opportunities for students with learning differences, ABC Education is here for you. ABC Education is focused on helping schools strengthen their equity initiatives by providing research-based practical strategies to meet the needs of all students in the classroom.

[LIST YOUR FREE RESOURCES]

Check out our various resources that spotlight equity K-12 education:

|  |  |  |
| --- | --- | --- |
| **WEBINARS** | **BLOG** | **NEWSLETTER** |
| Ou webinars provide personalized opportunities with colleagues nationwide to discuss equity initiatives  [View our webinar calendar!](http://calendar) | The **Equity Blog** discusses how how to support educators improve their equity strategies  [Check out our blog!](http://blog) | Our monthly newsletter covers the latest news on K-12 equity legislation, advocacy, and much more!  [Sign up for our newsletter!](http://newsletter) |

[CONVERSION OPPORTUNITY]

If you are looking for more information or want to have an in-depth conversation about professional learning opportunities with our team, feel free to [contact us](http://contact).