**Purpose of Re-Engage Previous Client Email Template**

You have already established a relationship with this person in the past, so it is best to keep the message personalized. Ed2M suggests not treating this as a “marketing” email, but more of a sales follow-up. Consider sending these out one at a time since they are specific in messaging.

**Things to Consider**

* Body Content: Address a pain point if possible, remember to keep the message personable!
* Image:There is no need for an image in this email
* CTAs: The main action is to schedule a follow-up call with your previous client, consider using a platform like Calendly to have leads schedule time on your calendar to make it easier for them to follow through with the action
* Follow up: Consider following up with another email after a week of no response

**EMAIL TEMPLATE**

Sender: Your Email Address

Subject: Hello, from ABC Education!

Preview: How are you doing with your [NICHE/TOPIC] initiatives?

Hello [first name],

I hope you are doing well this school year. With all the changes that have happened over the past year in education, I wanted to reach out and see how you are doing in your [NICHE/TOPIC] plans? Is this still a priority for you and your district? I would like to be a resource for you and hop on a call to discuss [NICHE/TOPIC] strategy for the school year. ABC Education has launched a few useful tools that may be helpful in your approach. What time works best for you this week?

Alternatively, here is a link to my [Calendly](http://calendly) if you would like to schedule time on my calendar that is convenient for you.

I look forward to speaking with you soon!

Sincerely,

Your Name