**Purpose of Gated Content Email Template**

If you are looking to increase your email database, this email template will help with that! You will need a valuable piece of content (i.e. whitepaper, case study, eBook) to put behind a form so that you can capture the reader’s contact information.

**Things to Consider**

* Subject Line: Putting brackets around the word DOWNLOAD makes the action stand out
* Subject Line: Be direct about your download topic, it will provide true warm leads
* Body Content: Give specifics the download, the value proposition, and benefits
* Body Content: Always link the title to your content to the form fill. All links should point to the same action you want the reader to take
* Image: Try to always include an image of the download

**EMAIL TEMPLATE**

Sender: Your Email Address

Subject: [DOWNLOAD] Effective strategies to increase active student participation

Preview: Get your free eBook today and start improving student engagement tomorrow!

Hello [first name],

[PRESENT THE PROBLEM]

Teachers are always looking to improve active student participation, however they need new ways to motivate students to be vocal in the classroom and include quieter students in the conversation.

[INTRODUCE THE SOLUTION AND OFFER]

If you are currently encountering this issue, then you will want to check out ABC Education’s latest eBook [Five Quick Strategies to Improve Student Engagement](http://link). Implementing these strategies will increase student engagement by 50% within the first week.



[VALUE PROPOSITION AND DOWNLOAD DETAILS]

In this eBook you will learn:

* Five strategies in receiving student feedback
* Peer assessment implementation
* Personalized learning
* And much more!

[CTA BUTTON] Get your eBook today

[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)