

Business Email Writing

1. Promoting new product launch

Subject Line: It's here! The Smart DoorBell

Hi,

I hope you're having a wonderful day!

I am emailing you today to let you know we have opened doors to our Smart DoorBell.

It comes with an inbuilt camera that stores up to 1 TB of recording and has a battery backup of up to 4 hours in case of a power outage. You can see who's at your front door from the comfort of your bed/car/office using your smartphone and can even let you talk to the person at your door in real time.

To learn more about what it does, click here!

Pre-Book yours today and get a Pre-Launch discount of 20% before the stock runs out.

If you have any questions about the product, please respond to this email or use the live chat on the product page. Our staff is waiting to respond to you.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation

2. Testimonial Request/Review Email

Subject Line: Can You Spare a Moment of Your Time!

Hi John,

I hope you are enjoying your recent purchase of Smart DoorBell.

If you found it useful, we would like you to help us and others who would like to buy it too.

So, could you please visit this [page](#) and leave us your valuable review? It should take you less than two minutes.

We really appreciate your help.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation

3. Guest Post Outreach Email

Subject Line: I would really like to write for your blog

Hi Dave,

I am a big fan of your blogs. You share a lot of useful tips here. I especially liked the last blog you wrote. It's both well written and useful.

I would like to contribute a unique post for your blog as well. I have read your guidelines and will follow them while writing the post. Like, it will be a long post article with no less than a 1000 words providing all static and dynamic details of our product, with some testimonials and reviews from our customers.

Here are a few samples of my work...

Link 1, Link 2

If you're interested, I would love to work with you on the topics and formats that best meet your needs for the blog. Would you prefer sample topics, a draft outline, or a complete post?, same can be arranged.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation

4. Product services pitch email

Subject Line: I like what you're doing

Hi Matthew,

I'm a big fan of your company. You seem to be doing well even under the current pandemic situation the world is facing.

But I noticed one problem, your current attendance system for employees in place is outdated and puts everyone at risk of catching the virus.

And I offer the perfect solution. My company ABC Electronics helps businesses provide the perfect solution for this problem. We have recently launched a face recognition system to take attendance of your employees, rather than touching the system with their fingers. They

just have to put their face in front of the camera and it will register the attendance in your system.

After we put the system in place for you, it will help create a safer environment for your employees when they get to work.

Here's a recent testimony (Link) from one of our clients of how we helped them.

If our services interest you, could you please respond to this email and let us know? We can set up a quick call to discuss more details.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation

5. Influencer Outreach Email

Subject Line: We want to partner with you

Hi Emma,

I have been following you on Instagram for a long while now. You share a lot of useful products, and have built up a loyal following.

So, I am reaching out to let you know I have the next product for you to promote. It's called **Smart DoorBell**. It comes with an inbuilt camera that stores up to 1 TB of recording and has a battery backup of up to 4 hours in case of a power outage. Buyers can see who's at their front door from the comfort of their bed/car/office using their smartphone and even let them talk to the person at the door in real time .

I am sure you and your followers will like it.

Please let me know if you would like to promote it. We'll send you a sample of the product. We can also help you create the content, and we'll pay you for your time.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation

6. Event Invite Email

Subject Line: We cordially invite you to Annual Gala

Hi Mary,

It is that time of the year again when we have our Annual General Meeting Gala.

It is a day where we recognise the talents of our company and reward them for all the hard work they put into this company to make it successful.

You have become a valued part of our company, we would love it if you're able to come.

Please click this invitation [link](#) and RSVP Yes or No.

Thank you!
Regards
Saurabh Tyagi
ABC Corporation