

Intro 5 [Uniforms] (Subject Line: Would you do it for a Scooby Snack?)

{{first_name}},

Just because the *Scooby-Doo* gang wears the same uniform every day, doesn't mean your team needs to.

My name is {{sender.name}} and I'm the {{sender.title}} at [CLIENT NAME]. We design fresh, modern apparel that captures both your brand's vibe and your employee's personal style, making them excited to wear their uniforms.

Whether you want everyone to wear ascots or would like to rid yourselves of orange turtlenecks once and for all, we build our fulfillment program around your needs. You can order what you want when you want it and have it delivered faster than you can say "jinkies!"

Let's brainstorm upgrades for your brand! Do you have any time available {{weekdays_from_now 3}}?

Thanks in advance,
{{sender.first_name}}

Intro 5 [Uniforms - Covid Response] (Subject Line: Would you do it for a Scooby Snack?)

{{first_name}},

Just because the *Scooby-Doo* gang wears the same uniform every day, doesn't mean your team needs to.

My name is {{sender.name}} and I'm the {{sender.title}} at [CLIENT NAME]. We design fresh, modern apparel that captures both your brand's vibe and your employee's personal style, making them excited to wear their uniforms.

It's no mystery what makes a great uniform program work. Our team finds the clues from your brand to design the uniforms they want to wear. Let's get ready for when your gang is back to work, with limited time only T-shirts and special gear that helps support team morale and spirit.

Let's brainstorm upgrades for your brand! Do you have any time available {{weekdays_from_now 3}}?

Thanks in advance,
{{sender.first_name}}

Intro 6 [Uniforms] (Subject Line: Introduction)

{{first_name}},

Uniforms don't have to look as flashy as *Ru Paul's Drag Race* costumes, but it is nice having something you're excited to put on everyday.

My name is {{sender.name}} and I'm the {{sender.title}} at [CLIENT NAME]. We design fresh, modern, customizable apparel that makes your employees proud to put on their uniforms.

There's no need to buy three years' worth of shirts: order what you need when you need it instead of letting your cash sit on the shelf. Our fulfillment program makes it easy for you to order from us, and we'll manage your inventory levels for you.

To paraphrase (and slightly edit) Ru Paul, if you don't love your uniform, *how* are you going to love going to work?

If you're ready to keep your team motivated, I'd love to hop on a quick call.

Do you have any time available next {{weekdays_from_now 2}}?

Thanks,
{{sender.first_name}}

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{{first_name}},

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To paraphrase (and slightly edit) Ru Paul, if you don't love your uniform, *how* are you going to love going to work?

Let's get your team excited to go back to work. Whenever you're ready, I'd love to hop on a quick call.

Do you have any time available next {{weekdays_from_now 2}}?

Thanks,
{{sender.first_name}}

Reintro 3 [Uniforms]

{{first_name}},

The 2000's were the era of the boy band. N'SYNC, Backstreet Boys, and more had outfits that looked unified and yet still perfectly fit each individual. You're probably thinking "my team could *never*." Well, now I'm here to say your team definitely can.

At [CLIENT COMPANY], we make sure your entire team looks good. With highly-customizable options, fast delivery options, quality production materials, and open communication, we make sure every step of our process is as incredible as possible.

You might not be performing in front of thousands on a world tour, but when you show up to work looking this good, you'll feel unstoppable.

Do you have 15 minutes available next week for a quick chat about your current uniform situation?

Thanks,
{{sender.first_name}}

Reintro 4 [Uniforms]

{{first_name}},

Sometimes uniforms need upgrades - just look at any superhero's costume over the last several decades.

You don't have to look like the 1995 *Batman Forever* Batman in 2020, and at [CLIENT COMPANY], we make sure the path to a new uniform is as seamless as possible. You're able to customize your product and order exactly how many you need, and we keep our lines of communication clearer than the Bat-Signal shining in the night sky.

Do either of these days work for us to hop on a quick call and discuss the future of uniforms at your company?

- {{weekdays_from_now 3}}
- {{weekdays_from_now 4}}

Thanks,
{{sender.first_name}}

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For Sapper Content Strategists to fill out:

Follow-Up A [Uniforms]

Hey {{first_name}}, I recently emailed you, and this is crazy ...

But here's me following up, so let's talk {{weekdays_from_now 2}} maybe?

Thanks again,
{{sender.first_name}}

Follow-Up B [Uniforms]

{{first_name}},

I've reached out a few times but haven't heard back from you yet. And even though Elsa famously said to "let it go," I can't shake the feeling that we should connect about [CLIENT COMPANY]. Do you have 15 minutes in your schedule to chat?

Thanks again,
{{sender.first_name}}

Ps. Sorry for the earworm!

Referral A [Uniforms]

{{first_name}},

I know that awkward feeling when a mistake has been made but it feels like too much time has passed to make a correction. Well, I'm giving you an out. If I've been contacting the wrong person at your company about custom uniform design, can you pass me along to someone else?

Thanks in advance,
{{sender.first_name}}

Referral B [Uniforms]

{{first_name}},

It's entirely possible that I sent my last email before my caffeine had kicked in. If this is a conversation better suited for another member of your team, could you connect us?

Thanks in advance,
{{sender.first_name}}
