

RADICALEDGE
LEARNING CONSULTANTS

THE EMAIL STARTER KIT

Simple Email Templates That Build Relationships, Not Just Sales

Your inbox is one of the few places where you still own the relationship with your audience.

WHAT'S INSIDE

10 ready-to-use email templates · bonus subject line guide ·
The RadicalEdge email philosophy

For women entrepreneurs who lead with generosity, not noise.

BEFORE YOU BEGIN

Why Email Still Wins

Unlike social media, email doesn't depend on an algorithm's mood. A thoughtful email builds trust, nurtures relationships, and quietly converts prospects into loyal customers — on your terms, in your own voice.

This kit includes 10 ready-to-use templates for the everyday moments in your business: welcoming a new subscriber, following up after a meeting, asking for a testimonial, inviting someone to a session, and more. Each one is written to feel personal, not promotional.

How to use this kit

- Copy the template that matches your moment.
- Replace the bracketed placeholders with your own details.
- Keep your own voice — these are starting points, not scripts.
- Send, and reply personally when someone writes back.

TEMPLATE 1

Welcome Email

PURPOSE *First impression after someone subscribes or downloads your lead magnet.*

SUBJECT LINE

Welcome! I'm so glad you're here.

Hi [First Name],

Thank you for downloading [Lead Magnet Name].

I hope it gives you practical ideas that you can apply immediately in your business.

Over the next few weeks, I'll continue sharing simple insights, tools and resources designed to help entrepreneurs grow with greater clarity and confidence.

If there's one business challenge you're currently facing, simply reply to this email. I read every response personally.

Looking forward to supporting your journey.

Warm regards,

[Your Name]

TEMPLATE 2

Follow-up After Meeting Someone

PURPOSE *Reconnect warmly after meeting a prospect or peer in person or online.*

SUBJECT LINE

Great meeting you today!

Hi [Name],

It was wonderful meeting you at [event/location].

I enjoyed our conversation about [topic].

As promised, I've attached/shared the resource we discussed.

Let's stay connected, and if there's ever a way I can support your business journey, I'd be happy to help.

Wishing you continued success.

Warm regards,

TEMPLATE 3

Sharing a Helpful Resource

PURPOSE *A no-strings-attached touchpoint that keeps you top of mind through generosity.*

SUBJECT LINE

Thought this might help you

Hi [Name],

I recently came across this idea and immediately thought of you.

I've attached a simple guide that may help with [problem].

I hope you find it useful.

No action required — just sharing something that might make your work a little easier.

Have a wonderful week.

TEMPLATE 4

Client Follow-up

PURPOSE *Check in on progress and stay engaged after a session or piece of work.*

SUBJECT LINE**Checking in**

Hi [Name],

I wanted to check in and see how things have been progressing since we last connected.

Have you had a chance to implement any of the ideas we discussed?

If you've run into any challenges, feel free to reply. I'd be happy to point you in the right direction.

Looking forward to hearing from you.

TEMPLATE 5

Asking for a Testimonial

PURPOSE *Request social proof from a satisfied client in a way that feels gracious, not transactional.*

SUBJECT LINE

May I ask for a small favour?

Hi [Name],

It's been a pleasure working with you.

If our work together has made a positive difference, would you be willing to share a few lines about your experience?

Your feedback helps other entrepreneurs understand the value of our work.

Thank you so much for considering it.

TEMPLATE 6

Inviting Someone to a Webinar

PURPOSE *Drive registrations for a live session with a clear, low-pressure invitation.*

SUBJECT LINE**You're invited!**

Hi [Name],

I'm hosting a short online session on:

[Topic]

If you'd like practical ideas and actionable tools that you can immediately use, I'd love for you to join us.

Here are the details:

 **Date:** [Insert date]

 **Time:** [Insert time]

 **Registration Link:** [Insert link]

Hope to see you there.

TEMPLATE 7

Reconnecting with Old Contacts

PURPOSE *Revive a dormant relationship with warmth and zero agenda.*

SUBJECT LINE**It's been a while!**

Hi [Name],

I realised it's been some time since we last connected.

I hope you've been doing well.

I'd love to hear what's new in your business and share what we've been working on at Radicaledge.

No agenda — just reconnecting.

Warm regards,

TEMPLATE 8

Sharing a Customer Success Story

PURPOSE *Build trust and inspire action by letting a real result speak for itself.*

SUBJECT LINE

A story that might inspire you

Hi [Name],

One of our recent clients faced a challenge many entrepreneurs experience.

After making a few small changes, they achieved [result].

The biggest lesson?

Sometimes small shifts create the biggest breakthroughs.

I hope this inspires you as you continue building your business.

TEMPLATE 9

Monthly Value Email

PURPOSE *A recurring, low-effort touchpoint that consistently delivers value.*

SUBJECT LINE

Three ideas for your business this month

Hi [Name],

Here are three ideas that may help you this month:

- Tip One — [Insert tip]
- Tip Two — [Insert tip]
- Tip Three — [Insert tip]

I hope at least one of these sparks a new idea for your business.

See you next month.

TEMPLATE 10

Gentle Offer

PURPOSE *Move from value-giving to a soft, pressure-free invitation to work together.*

SUBJECT LINE

If you'd like to go further...

Hi [Name],

Over the past few weeks, I've shared several tools and resources.

If you'd like personalised support in applying these ideas to your business, I'd be happy to have a conversation.

No pressure.

Just a conversation to explore what's possible.

Warm regards,

BONUS

Subject Lines That Get Opened

 ~~Our Latest Newsletter~~

Try instead:

- ✓ Three ideas that may help your business this week
- ✓ I thought of you when I wrote this
- ✓ One simple strategy worth trying
- ✓ Can I share something useful?
- ✓ A question I've been thinking about
- ✓ Your free guide is here
- ✓ A small idea with a big impact
- ✓ Something every entrepreneur should know
- ✓ Before you plan next week...
- ✓ Thank you for being part of our community

THE RADICALEDGE EMAIL PHILOSOPHY

Every email should answer one question:

“How will this make my reader’s business or life a little better today?”

If the answer is clear, your emails will build trust over time.

Give first. Build trust. Grow naturally.

**CONTACT US**



RadicalEdge Learning Consultants

"From HIRE to RETIRE-El all the way"



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