

Introducing Your Knowledge Sharing Service

An Email Template



Tips for Building Interest

- ✓ Tell them why they'll want to read/listen/watch the information you share with them. Frame every piece of information you deliver as useful, actionable, and purposeful.
- ✓ Reassure them that this community has been created with their specific needs and goals in mind. This isn't another canned collection of content that they can find with a quick Google search. Each piece is based on the plans they've shared with you in your regular discovery conversations.
- ✓ Set the clear expectation about what they'll receive and when. For example, if you're going to send a weekly email, then let them know it will land in their inbox at [exact time] every [day of the week]. Not only will they start looking forward to it, but it holds you accountable for following through.
- ✓ Ask them to actively give you feedback, to ask questions, and offer suggestions. This has been designed for them so their participation helps you make it useful for them.

Draft Email Template

Feel free to make this email your own. Your clients want to know that you –not an AI tool—are speaking to them. Use your words. Write in the tone that speaks to each client. Some might appreciate humor. Others like a get-to-the point message. Respect your client's time while building enthusiasm for what's coming soon.

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[Subject] Introducing Your Newest (Free) Technology Service from [Your Company]

[Hi]/[Hello]/[Dear] [Client's Name],

I'm excited to share with you the latest in your suite of exclusive technology services from [your company name].

We know that making the most of your technology investments is important to you, your team, and your company's long-term goals. Making sound, strategic buying decisions can feel complicated, expensive, and time consuming. There's a solution to that.

We've created the Tech Savvy Leaders Community for business leaders who want to expand their business technology knowledge (without getting lost in the tech weeds).

What does it cost?

Smart company leaders like you are always focused on value so we've put this question at the top of the list.

The answer is simple: everything we'll share with you is free. It's part of the technology services we deliver to you every day. We believe you deserve the most complete, useful knowledge we can provide to help you succeed. Your only cost is the time you invest in consuming and taking action.

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What do you get?

First, rest assured this is not school. There are no structured courses, assignments, or timelines. You have a company to run, customers to care for, a team who looks to you for leadership, and goals to reach. That's where your time is best spent.

We are simply sharing short, actionable, practical information with you every [day of the week] at [time].

How will it be relevant to you?

Remember all of those regular where do you want to go discovery conversations? We were listening, making notes, and designing action items that help you move ahead. What you'll receive is knowledge targeted to your immediate and long-term goals.

What will we ask from you in return?

Knowledge sharing is a team sport. In exchange for what we create for you, we ask that you provide feedback about what you've received. Is useful to you? What did you do as a result? What questions did it trigger? What can we do differently? What else would you like to receive that we aren't providing?

That's it! Watch for your first [email/video/template/etc.] coming [when].