

INSTRUCTIONS

Send a winterization promotion email.

Email your existing irrigation customers to offer winterization services PLUS the product or service you are promoting. Send an email encouraging customers to schedule winterization service, then offering your promotion. In the email, note the price of winterization service, then explain the product/service you are promoting.

How to use this tool:

1. Read below to see an example email and promotion.
2. Create your own email:
 - a. Copy and paste the email subject line.
 - b. Copy and paste the body copy into the body of your email.
 - c. Personalize the CUSTOM email by replacing the text in brackets [] with your own information.
 - d. Read over, check for spelling and grammar, then send to your list of contacts.
3. When you arrive onsite for a winterization job or other service, explain your winterization promotion and offer to let the customer sign up or call you later to schedule additional service.
4. Hand the customer a flyer to serve as a reminder or product explanation, or leave one behind in the mailbox, under a doormat or attach to the doorknob.

1. EXAMPLE:

Subject line: It's time to winterize - schedule today to receive \$100 off a Rachio Smart Sprinkler Controller!

The crispness of fall is in the air, and that means it's time to protect your irrigation system against freezing temperatures!

Schedule winterization service today (\$75) to make sure your sprinklers are ready when winter's chill arrives. This fall, take advantage of a great deal on the top-rated Rachio Smart Sprinkler Controller when you bundle with winterization.

Get ahead of winter - reply to this email or call today to schedule winterization, and **get \$100 off a Rachio Smart Sprinkler Controller!**

We appreciate your business, and hope you have a wonderful fall season!

Irrigation Pros, Inc.
555-555-5555



2. CUSTOMIZE: Remember to add your information!

Subject line: It's time to winterize - schedule today to receive **[insert offer here]!**

Hi **[first_name]**,

The crispness of fall is in the air, and that means it's time to protect your irrigation system against freezing temperatures!

Schedule winterization service today (\$75) to make sure your sprinklers are ready when winter's chill arrives. This fall, take advantage of a great deal on the top-rated Rachio Smart Sprinkler Controller when you bundle with winterization.

Get ahead of winter - reply to this email or call today to schedule winterization, and **get [insert offer here]!**

We appreciate your business, and hope you have a wonderful fall season!

**[Your Business Name
Your Business Phone Number]**