

EXAMPLE BUSINESS REBOOT EMAIL

Subject Line: Important- Please Read!

(Many people don't actually read through an entire email.)

Hello All,

I hope you are enjoying these first days of spring. As we head into another show season, I feel extremely grateful to each of you and your horses for what you bring to _____.

Your loyalty and your commitment to our sport allows me to get to do what I love every day.

(Start with gratitude.)

I would like to be able to continue serving you and your horses for a long time. Recently, I have realized that in order for my business to be sustainable and continue to improve and grow, I am going to need to make some changes. These changes reflect my desire to keep things running as smoothly as possible, give you the best service I can and still make ends meet every month. It is really important to me that I be able to continue to help you get the most out of your training program as well as continue my own education.

(Explain your POV.)

I have been facing some challenges in my business as hay, insurance, bedding, feed, utility and service costs have increased. I have not raised my rates for _____ years and am having a difficult time keeping up with current costs. My rates will be increasing as of _____. Please know that I do not take this decision lightly and much thought has gone into how to do this so that it will allow my business to operate in the black and also impact you as minimally as possible. I will be offering discounts for packages and for prompt payment. Please see the attached price list and contact me personally with any questions or concerns.

(Be honest. Invite discussion.)

I have attached list of policies and procedures that are intended to make things run smoothly for all of us and ensure that you get the very most out of your training and our lessons together. Please take the time to print them out, read them over and bring a signed copy to your next lesson.

(Request acknowledgement that they have read and understood.)

I look forward to a fun and successful season with you and your horses!
Thank again for your loyalty and support.

Sincerely,

JEN VERHAREN EXAMPLE JOB APPLICATION

Some Tips for Using Email to Communicate

1. Email your client group regularly (weekly or monthly) with updates, policy changes, acknowledgements, schedule changes, etc. This saves you from having to have the same conversation many times and creates a sense of community. It also ensures that everyone gets the same information at the same time and prevents gossip and misunderstandings.
2. Do not use email for sensitive or personal topics.
3. If your clients understand your schedule and you are updating them regularly, they will begin to take more responsibility for being on time and respecting your policies.
4. Using email for marketing is a separate topic. Communication emails are only for those who are directly impacted by the daily running of your business.