

8 Email Templates

To Make
Communicating
With Your Customers
a Breeze.



Price Increase Template

Hello [Customer Name],

We want to let you know that we will be increasing our [class type] prices. The reason for this is [insert reason e.g. [Aligning with industry price](#). [Providing niche service](#). [Increase in costs](#).]

Your new price for [class type] will be [£X], effective from [date].

We always want to be open and transparent with you and hope you can appreciate the reason behind this decision. If you have any questions about this, or would like to discuss alternative ways of paying, please don't hesitate to get in touch.

See you soon,
[Name]

 Send

New Term Booking Template

Hey [Customer Name],

The last term has flown by and we're ready to welcome the new term. [Child Name] has achieved so much - we really can't wait to see what the next term holds for them!

Just so you know, our new term will run from [date - date] and bookings are now OPEN. Now's the perfect time to book [child name]'s space before we open out to new customers.

BOOK NOW

See you soon!
[Name]

Send





New Term Booking Reminder Template

Hey [Customer Name],

We noticed you haven't booked [child name]'s space yet!

Class spaces for the next term are filling up, so book now to avoid disappointment.

BOOK NOW

See you soon!
[Name]

Send





New Class Template

Hey [Name],

You asked and we've listened... We're introducing [new class type]! This class will be focused on...

- [include 3-4 key points]

And guess what? Bookings are now OPEN. So go ahead and book your space.

BOOK NOW

Remember, we're running a FREE TRIAL, so why not invite one of [child name]'s friends along too?

See you soon,
[Name]!

Send



Bring Along A Friend Template

**Bringing along a friend?
You both get the class free!**

Wherever your child goes, their best friend follows - right? That's why we're offering a free class to your child if they bring along a friend. They'll be able to try the class for free too!

Simply [share this code](#) with the parent to use when booking for their free trial and we'll deduct the cost of a class from your next booking.

Send 



Camp Invites/Upcoming Camps Template

Hey [Name],

We have some EXCITING news to share with you. Our [camp type] bookings are now OPEN!

We've got an action-packed schedule planned including...

- [planned activity]
- [planned activity]
- [planned activity]

So make sure [child name] doesn't miss out! If you book by [date], you can claim your early bird DISCOUNT code.

Send



Venue Change Template

Hey [Customer Name],

We wanted to let you know that we're moving to a new location - how exciting! We'll be moving to our new home for [class type] from [date].

Everything else about [child name]'s classes remains the same. We can't wait to show you our shiny new location!

If you do have any questions about this, please feel free to get in touch!

See you soon,
[Name]

 Send

Testimonial/Review Template

Hey [Name],

We want to say a BIG thank you for all of your support.

But did you know that you can still support us right now and it won't cost you a penny? Here's how...

We'd love you to give your thoughts on our classes and customer service. All we need is a short review about why you love [club name] on Facebook or Google.

We'd really appreciate your support with this,
[Name]

 Send

Was this Helpful?

Want to know more about what
ClassForKids has to offer your club?
Great! See for yourself...

[**FIND OUT MORE**](#)

