

Forward Scheduling Email Campaign

Email #1

Subject Lines:

Skip the line this year

Raise your hand if you hate waiting 🙋

Email Body Copy:

[First_Name],

Let's face it: waiting is no fun. Especially when it means denying yourself the comforts and radiant warmth of a fireplace on a cold night...



Embed link → `<iframe src="https://giphy.com/embed/QPIE9bpGPRwHe" width="480" height="266" frameBorder="0" class="giphy-embed" allowFullScreen></iframe><p>via GIPHY</p>`

So skip the line this winter by forward scheduling your annual chimney inspection and service.

We'll get everything taken care of during the spring and summer months, so your woodstove, insert, or fireplace is ready for the first fire of the season, no matter when that may be.

No waiting. No worries.

Call today to get your appointment on the books and cross “annual inspection and sweeping” off of your TO-DO list early. After all, do you really need another thing to worry about around the holidays?

Call **XXX-XXX-XXXX** or click the button below to schedule an appointment today.

["Skip The Line" Button] - Link to schedule form or click-to-call

Talk soon,

Your Local Chimney Pros

[Company Name]

Email #2

Subject Lines:

Lighten the load this holiday season

The holidays will be here before you know it 🕒😱

Email Body Copy:

[First_Name],

What does your holiday TO-DO list look like? If it's anything like ours, you'd give anything for a little help.

Well, the good news is: you don't have to take any of Santa's elves hostage to lighten the holiday load this year -- just get set up with forward scheduling.

With forward scheduling, your annual chimney inspection and service are taken care of by our little elves *before the holiday rush* -- so you can fire up the fireplace and unwind a little when things get hectic.

Sure, you could still use a hand with the gift-wrapping, but a cup of cheer and a crackling fire should help make each ribbon and bow more bearable -- even if your little helpers are nowhere to be found.

No matter what else is still on your TO-DO list this holiday season, annual fireplace maintenance doesn't have to be.

Sign up for forward scheduling today by calling **XXX-XXX-XXXX** or clicking the button below.

["Get Me On The Schedule" Button] - Link to schedule form or click-to-call

Talk soon,

Your Local Chimney Pros

[Company Name]

Email #3

Subject Lines:

Avoid the rush with forward scheduling

What are the perks of forward scheduling? 🤔

Email Body Copy:

[First_Name],

When will the first cold snap hit this year? With the weather as unpredictable as it is these days, your guess is as good as ours.

But one thing we do know is that when the temps drop, everyone will be wanting their fireplaces inspected so they can fire them up. And that means: long waits and cold nights without the comfort of a fireplace for many of our clients.



Embed code → `<iframe src="https://giphy.com/embed/5wWf7H0qoWaNnkZBucU" width="480" height="286" frameBorder="0" class="giphy-embed" allowFullScreen></iframe><p>via GIPHY</p>`

Every fall and winter, we work as quickly as possible to get to each and every one of our clients -- but you can skip the wait altogether by taking care of business *before the rush*.

That's just one of the perks of forward scheduling. Here are a few more things you'll enjoy when you forward schedule:

- More flexible scheduling
- Faster service
- More cozy evenings by the fire each fall and winter
- Discount pricing?

So don't wait, get your annual chimney inspection and fireplace service on the books early this year. Call XXX-XXX-XXXX for easy forward scheduling or click the button below.

["Avoid The Rush" Button] - Link to schedule form or click-to-call

Talk soon,

Your Local Chimney Pros
[Company Name]

Email #4

Subject Lines:

"It's like the fast-pass for chimney service"
Hate long lines? Skip 'em with forward scheduling

Email Body Copy:

[First_Name],

Getting your chimney and fireplace inspected and serviced may not be as exciting as a trip to Disney. But in the fall and winter months, our waiting list for chimney services can rival the line at Harry Potter World. ...Or at least it can feel that long when you're three blankets deep and wishing you could fire up the fireplace.

The good news is you can skip the line and avoid the above with forward scheduling. It's like a fast-pass that doesn't cost a year's salary.

All you have to do is call XXX-XXX-XXXX to get your annual chimney and fireplace services on the books early this year.

No matter how early, late, or long this winter is, get cozy without the wait.

["Gimme The Fast-Pass" Button] - Link to schedule form or click-to-call

Talk soon,

Your Local Chimney Pros

[Company Name]