CLIENT EMAIL TEMPLATE LIBRARY

Ready-to-personalise email copy and supporting resources for manufacturers using Cabinetry.Online to help new and existing customers quote and order.

START HERE

Open Section 01, Automated Email Sequence, for the 11-email onboarding and first-order follow-up campaign. Every email from Day 0 to Day 45 now contains a full draft. Before activating a campaign, personalise the copy and have the manufacturer check all operational details.

FIVE SECTIONS

01 Automated Email Sequence
Eleven customer-facing email drafts in sending order, each with subject, preview text, copy and internal instructions.

02 Additional Email Templates
Earlier email versions, practical tutorials, proof and optional offers, now grouped by purpose. Reference material only, not additional emails in the 11-email sequence.

03 Existing Customer Campaigns
Separate material for manufacturers introducing the portal to customers they already supply.

04 Phone Follow Ups
Welcome call and seven-day follow-up scripts.

05 Visuals and Resources
Image and video resources first, then a sample email design and the legacy Mailchimp templates.

HOW TO PREPARE AN EMAIL FOR BREVO

1. Open the email tab under Section 01 that matches the required sending day.
2. Read the italic blue-grey internal notes at the top; do not paste those notes into the outgoing email.
3. Copy the subject line, preview text and customer-facing copy into your Brevo email editor.
4. Replace every <<...>> business field and [INSERT...] placeholder, and add working links, visuals and a branded signature.
5. Confirm any material, product, feature, turnaround, pricing, collection, delivery and approval statements against the manufacturer's real offering.
6. Preview on desktop and mobile; test sender and reply-to details, personalisation, links, consent and unsubscribe. Have the manufacturer approve the final message.

TECHNICAL AUTOMATION CHECKS

The existing Brevo Instructions PDF needs its six-email schedule replaced with the revised 11-email timings. Confirm how registrations reach Brevo; a website WordPress plugin alone does not guarantee Cabinetry.Online portal registrations enter the list. Only automatically stop the first-order campaign on submission if that event reliably reaches Brevo. Otherwise keep wording appropriate for customers who may already have ordered.

CONTENT STATUS

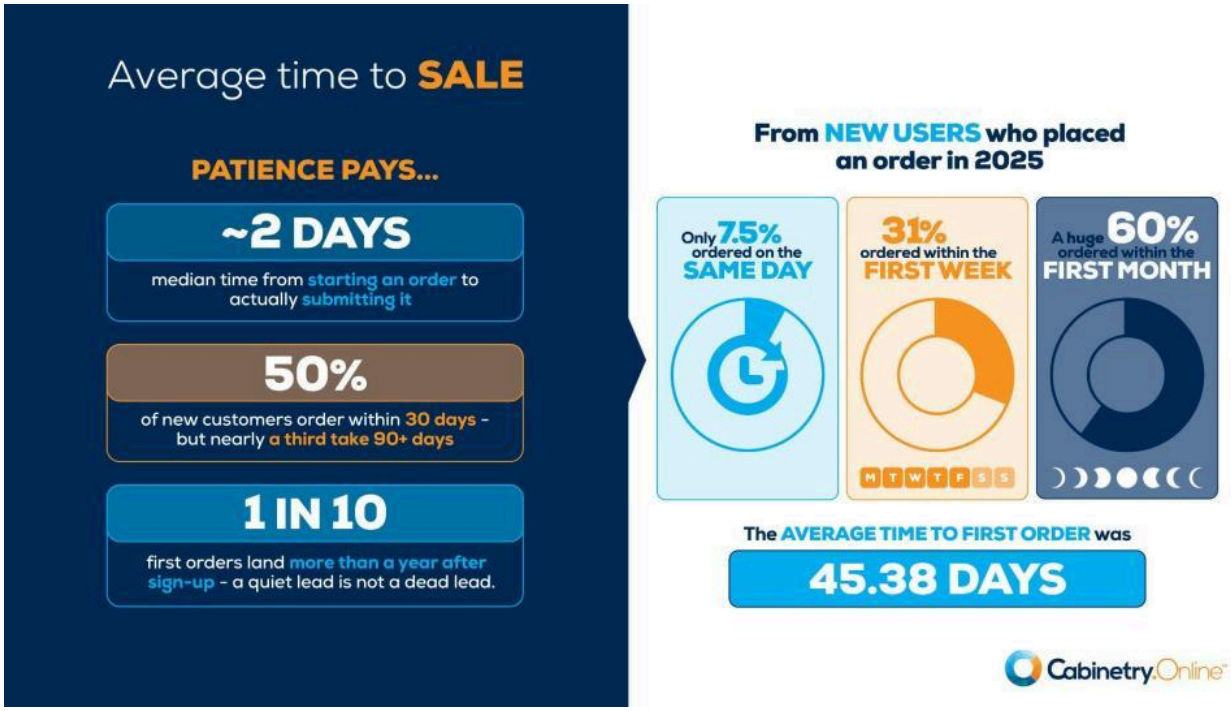
All 11 email drafts are now written. They are not automatically approved for use. Day 3 requires verified full-job pricing examples, Day 21 requires genuine manufacturer-specific proof, and Days 30 and 38 require checking local delivery, lead times and the exact order-approval workflow.

SOURCES

The goCabinets 10-email chain, additional C.O client templates, manufacturer marketing resources and Marketing Pillars and Copy Rules informed the sequence. Original optional templates and resources remain intact in the other sections.

RECOMMENDED AUTOMATED EMAIL SEQUENCE FOR MANUFACTURERS

11 drafted emails spanning the first 45 days after customer registration. Every email contains a proposed copy and a manufacturer setup checklist.



WHY THE TIMING HAS CHANGED

The supplied 2025 first-order analysis reports an average 45 days from signup to first order among customers who ordered, while the median time from starting a job to submitting it is around two days. These measure different stages. Our goal is to help people start while registration is fresh, learn the system through their first two weeks, and retain useful contact through days 30 to 45.

PROPOSED SCHEDULE

01	DAY 0	Welcome and Getting Started
02	DAY 1	Start Your First Job
03	DAY 3	Understanding Pricing
04	DAY 6	Quote Faster
05	DAY 9	Avoid Ordering Mistakes
06	DAY 12	Custom Cabinetry and Variations
07	DAY 15	Need a Hand With Your First Job?
08	DAY 21	Why Choose Us?
09	DAY 30	Before You Place Your Order
10	DAY 38	What Happens After You Submit?
11	DAY 45	Still Planning Your First Job?

Every email still requires manufacturer personalisation, verification and approval before being switched on.

BREVO WAIT DELAYS BETWEEN EMAILS

Day 0 immediately, then wait 1 day, 2 days, 3 days, 3 days, 3 days, 3 days, 6 days, 9 days, 8 days and 7 days respectively. These delays are relative to the previous email, not the registration date. Configure and test the actual workflow before activation.

THREE COMMUNICATION WINDOWS

FIRST 24 HOURS: Welcome customers and encourage one useful action while account setup is fresh. The Day 1 email asks them to start, without pushing a single-cabinet price as a full-job comparison.

DAYS 3 TO 15: Explain complete-job pricing, useful portal tools, measurements and variations, then invite a reply about the customer's real obstacle.

DAYS 21 TO 45: Provide genuine manufacturer proof, clarify order logistics and what happens after submission, and check in when projects may be closer to proceeding.

HOW TO USE THE EMAIL TABS

The 11 numbered child tabs contain the full draft emails. Headings identify the sending day; blue-grey italic notes specify objectives, preview text and items to verify. Only copy the intended customer-facing text from the subject line down. Replace placeholders and remove any inapplicable examples, instructions or features.

CRITICAL BEFORE ACTIVATING

Confirm marketing consent, sender domain, Brevo registration trigger and unsubscribe. Ideally customers exit this first-order sequence after submitting their first job; enable that only when submission data is reliably passed into Brevo. Otherwise maintain order-safe wording. Check the goCabinets automation and manufacturer campaigns for overlapping topics and send times.

OPTIONAL LONGER-TERM CONTACT

The data suggests some customers may first order well after the 45-day window. Consider a separately approved Day 75 or Day 90 re-engagement email where relevant, rather than assuming a quiet customer is no longer interested.

REPORTING NOTE

The supplied graphics quote both 50% and 60% ordering within the first 30 days. Verify cohort definitions before using either externally. Do not present the 45-day signup-to-order average as the same metric as the around-two-day job-start-to-submission median.

IMAGE, VIDEO AND LINK RESOURCES

Each email tab has the materials required for that message. Screenshots are embedded where we have suitable examples, with a clickable source or library link underneath. Links to original goCabinets emails open the source campaign, not necessarily a standalone downloadable image.

[IMAGE & GRAPHICS LIBRARY]
[VIDEO LIBRARY]
[HOW TO ORDER VIDEO WEBSITE SETUP GUIDE]
[NON-BRANDED GETTING STARTED VIDEO]
[TUTORIAL VIDEOS AND DOWNLOADS]
[VIDEO THUMBNAILS]

When setting up emails in Brevo, save or copy suitable illustrations, upload them into the manufacturer's email design and remove any internal asset-reference links. Use the manufacturer's own portal login URLs, prices, manufacturing details and real customer images. Do not send images with another manufacturer's branding or unsupported claims.

RELATED DOCUMENT

Update the Brevo Instructions PDF to use the final 11-email sequence and the wait delays above after the copy has been approved.

CORE AUTOMATED EMAIL | DAY 0

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Get the new customer into the portal and taking the first step.
PREVIEW TEXT FOR BREVO: Log in, watch the quick guide and get your first job underway.
SETUP CHECK: Add your portal login link and short overview video. For the second video link, direct customers to the How to Order videos page on YOUR website, not to the Marketing Toolkit. If that page has not been set up yet, follow the instructions in the Marketing Toolkit.

VIDEO AND LINK RESOURCES: [GET NON-BRANDED GETTING STARTED VIDEO] | [VIDEO LIBRARY] | [HOW TO ORDER WEBSITE SETUP GUIDE]

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Your cabinetry ordering account is ready

Hi <<First Name>>,

Welcome to <<Business Name>>!

Your online cabinetry ordering account is ready. You can build a job, choose your cabinet sizes, materials and hardware, and see pricing update as you go.

Here's how to get started:

1. Log in using the account details emailed to you.
2. Create a new job and add your first room.
3. Choose a cabinet, adjust the specifications and save it to your job.

[BUTTON: LOG IN & START YOUR FIRST JOB]
[LINK: <<Portal Login URL>>]

New to the portal? This short walkthrough shows you where to start.

[LINK: <<Your Website's Getting Started Video URL>>]

Example video thumbnail (replace with your business branding)

[VIDEO THUMBNAILS AND BRANDING ASSETS]

Prefer step-by-step instructions? Our How to Order videos show you how to create a job, add cabinets and get your order ready to submit.

[BUTTON: WATCH THE HOW TO ORDER VIDEOS]
[LINK: <<Your Website's How to Order Videos Page URL>>]

There's no need to have every detail sorted out today. You can start building your job and return to it as your project takes shape.

If you can't find your login details or need a hand, reply to this email or call <<Phone>>.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 1

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Convert fresh registration intent into a started job without repeating the welcome.
PREVIEW TEXT FOR BREVO: You don't need a finished design to try the portal.
SETUP CHECK: Add the portal login link, optional Create a New Job screenshot, and a link to the How to Order videos on YOUR website. If the videos page hasn't been set up, follow the instructions in the Marketing Toolkit. Reference: goCabinets Email 02 and original Welcome A02.

IMAGE AND VIDEO RESOURCES: [IMAGE/GRAPHICS LIBRARY] | [VIDEO LIBRARY] | [HOW TO ORDER WEBSITE SETUP GUIDE]

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Got 10 minutes to start your first job?

Hi <<First Name>>,

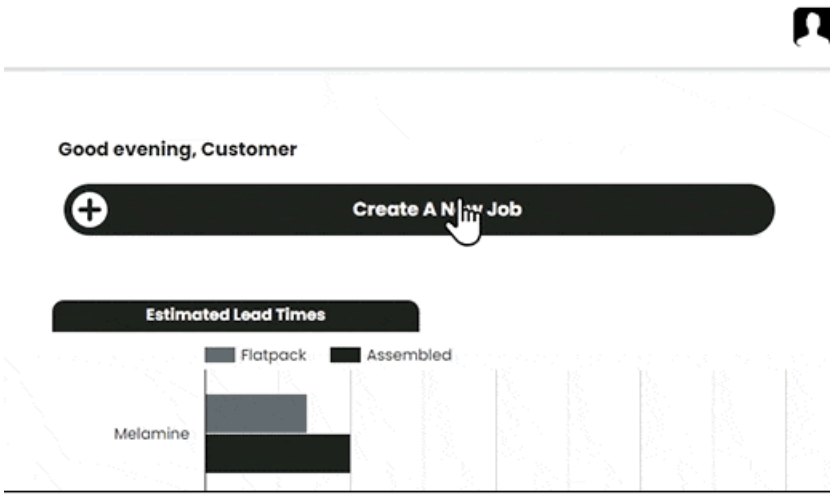
Yesterday you set up your online cabinetry ordering account. Have you had a chance to try it yet?

You don't need a completed kitchen plan to get started.

A useful first step is to create a job, add a room and choose one cabinet. Try changing its dimensions or materials and you'll see how the portal works.

That first cabinet is just a chance to get familiar with the system. When you're ready to compare actual costs, build out the full room or job so you're looking at the overall price.

[BUTTON: START YOUR FIRST JOB]
[LINK: <<Portal Login URL>>]



[OPEN IMAGE/GRAPHICS LIBRARY]

Prefer to see it done first? Our How to Order videos show you how to create a job, add a room and choose your first cabinet, step by step.

[BUTTON: WATCH THE HOW TO ORDER VIDEOS]
[LINK: <<Your Website's How to Order Videos Page URL>>]

If something's stopping you from getting started, hit reply and tell us what it is. We're happy to walk you through the first few steps.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 3

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Explain full-job pricing, reducing an incorrect high-price conclusion from single-cabinet tests.
PREVIEW TEXT FOR BREVO: See how to get a more useful price for a complete kitchen or laundry.
SETUP CHECK: Portal link and 2–3 genuine manufacturer job examples, or remove the example section. Never send unverified prices or inclusions. Reference: Additional Template A04.

IMAGE RESOURCES: [IMAGE/GRAPHICS LIBRARY]. Use real job screenshots and verified prices from YOUR portal.

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Why one cabinet isn't the best way to compare prices

Hi <<First Name>>,

If you've tried pricing one cabinet in the portal, here's something worth knowing.

The cost of processing, preparing and packing an order can have a bigger impact when there are only one or two cabinets in the job.

That's why a single-cabinet price isn't necessarily a useful way to compare suppliers.

For a better indication of your project's cost, build out the whole kitchen, laundry or wardrobe and review the total.

Here's what that can look like with real examples from our workshop:

[INSERT VERIFIED EXAMPLE: Laundry, cabinet count, inclusions and total price]

[INSERT VERIFIED EXAMPLE: Small kitchen, cabinet count, inclusions and total price]

[INSERT OPTIONAL THIRD VERIFIED EXAMPLE: Larger kitchen, inclusions and total price]

Prices vary with your sizes, materials, hardware and supply selections. These examples are a guide, not a quote for your project.

[BUTTON: PRICE YOUR FULL JOB]
[LINK: <<Portal Login URL>>]

Comparing us with another quote? Reply with the details you'd like clarified, and we'll help you compare what is actually included.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 6

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Help customers progress an active job faster by teaching the most useful portal shortcuts.
PREVIEW TEXT FOR BREVO: Room Settings, Quick Add and Favourites explained.
SETUP CHECK: Confirm each feature is active in the manufacturer's portal; screenshots or short demonstration. Reference: goCabinets Email 06 and Additional Templates A05/A09.

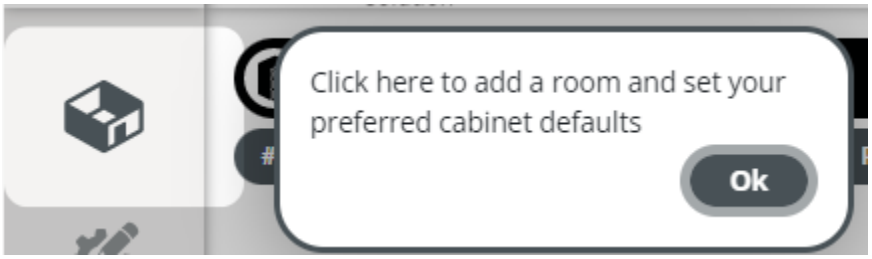
IMAGE AND VIDEO RESOURCES: [ORIGINAL QUICK ADD & FAVOURITES EMAIL] | [IMAGE/GRAPHICS LIBRARY] | [TUTORIAL VIDEOS]

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: 3 ways to build your cabinetry quote faster

Hi <<First Name>>,

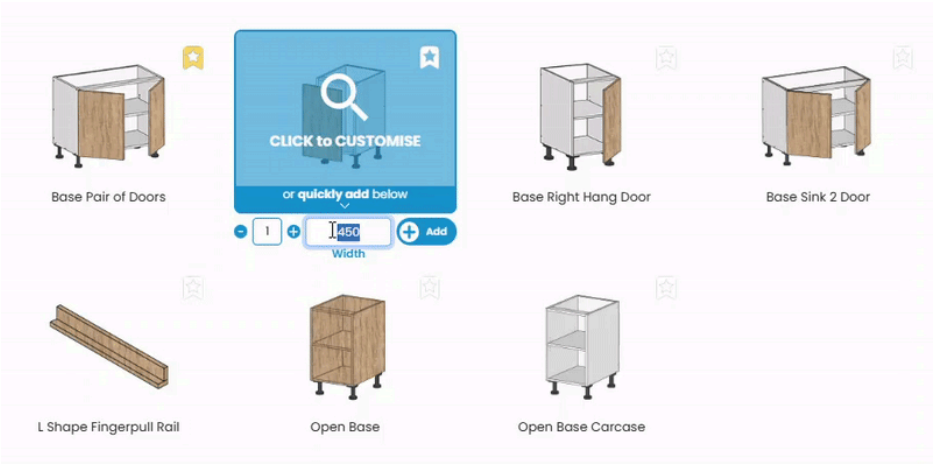
Once you've started a job, there are three tools worth knowing about. They can save you from repeating the same selections every time you add a cabinet.

1. Room Settings
Choose your preferred materials, hinges, drawers and other available defaults when setting up a room. The applicable choices carry across to cabinets added to that room, and you can still change an individual cabinet later.



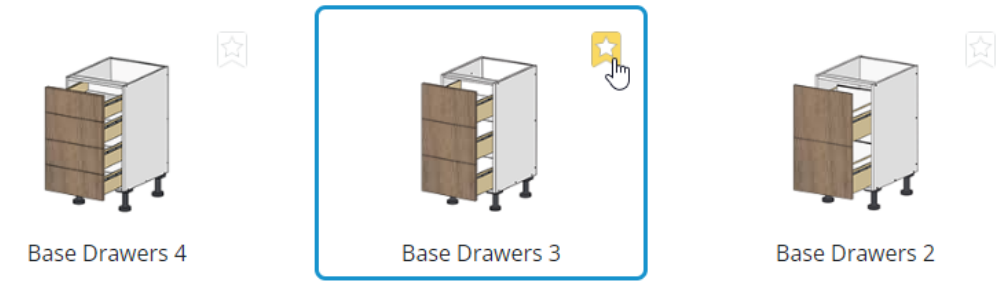
[CLICK FOR IMAGE]

2. Quick Add
Need to put together an initial job quickly? Quick Add lets you add products without working through every setting first. It's useful for building an initial estimate before refining the details.



[VIEW QUICK ADD SOURCE EMAIL]

3. Favourites
Use the Favourites function to keep commonly used cabinets and products easy to find next time.



[VIEW FAVOURITES SOURCE EMAIL]

[BUTTON: OPEN YOUR JOB & TRY THESE TOOLS]
[LINK: <<Portal Login URL>>]

Not sure where to find something? Reply to this email and we'll point you in the right direction.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 9

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Prevent avoidable first-order specification errors at the measurement stage.
PREVIEW TEXT FOR BREVO: Depths, heights and panels: the small details worth double-checking.
SETUP CHECK: Technical diagram of cabinet carcase, leg height and panels; manufacturer to verify all measurement rules. Reference: goCabinets Email 03 and Additional Template A06.

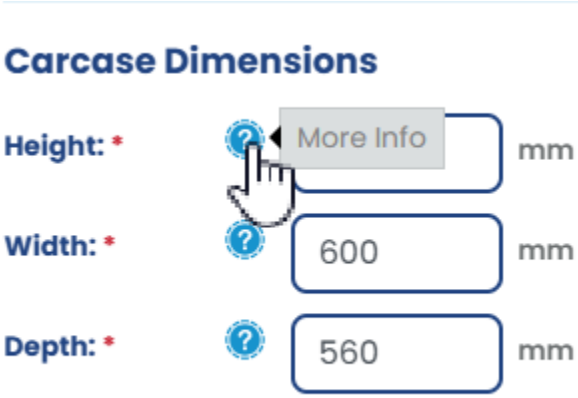
IMAGE RESOURCES: The screenshots below include direct image links. Additional examples: [IMAGE/GRAPHICS LIBRARY]

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: 3 measurements to check before you submit a job

Hi <<First Name>>,

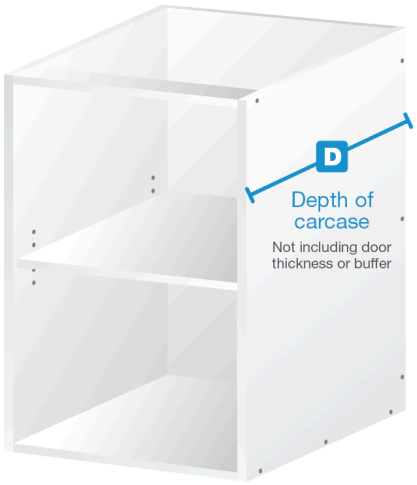
When you're preparing your first cabinet order, three small checks can make a big difference to the finished fit.

1. Check cabinet depth
The depth entered in the portal refers to the cabinet carcase, not the doors. Allow for the door thickness and the overall depth required for your project, particularly if you're adding end panels.



[CLICK FOR IMAGE]

2. Check cabinet height
The carcase height is separate from adjustable legs, where legs are selected. Check the combined height against your finished floor level and any benchtop or appliance requirements.



[CLICK FOR IMAGE]

3. Check walls, corners and exposed ends
Remember to allow for fillers or scribe panels, door and drawer clearances, corner voids and any exposed ends that need matching applied panels.

Before you submit, review your measurements and product selections against the actual site.

[BUTTON: REVIEW YOUR JOB]
[LINK: <<Portal Login URL>>]

Unsure about a measurement? Reply or call <<Phone>> before ordering. We'd rather help you check it now.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 12

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Show that common changes can be handled in the portal, while special requests can be submitted for review.
PREVIEW TEXT FOR BREVO: How to adjust drawer fronts, door overhangs and custom requirements.
SETUP CHECK: Variation Request screenshot, drawer-face settings, fingerpull tutorial; confirm available options and approval process. References: goCabinets Email 04 and Additional Template A07.

IMAGE AND VIDEO RESOURCES: [ORIGINAL VARIATIONS EMAIL] | [IMAGE/GRAPHICS LIBRARY] | [TUTORIAL VIDEOS]

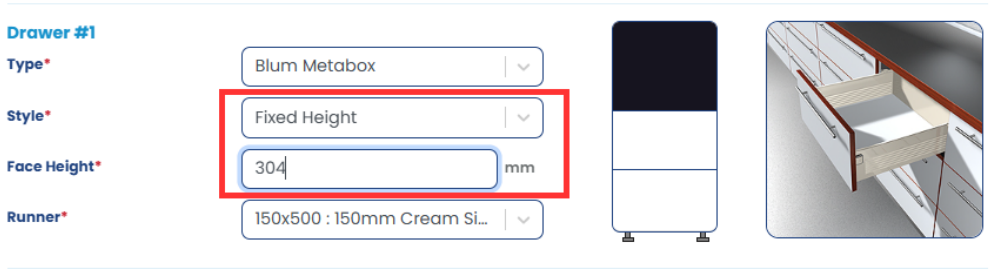
INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Need a cabinet that's not quite standard?

Hi <<First Name>>,

Not every kitchen or laundry fits standard cabinet sizes and options.

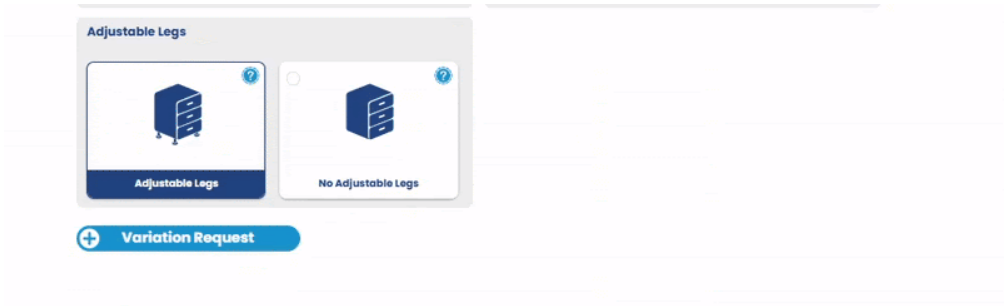
The good news is that there are two ways to handle the less straightforward parts of your job.

1. Adjust what's already in the portal
Depending on the cabinet, you may be able to change drawer-face heights, door margins, hardware or other settings yourself.



[VIEW DRAWER FACE SOURCE EMAIL]

2. Request something specific
Need a cut-out for a powerpoint, a plumbing notch or another custom detail? Open the product's Specs tab and use the Variation Request option to describe what you need.



[VIEW VARIATIONS SOURCE EMAIL]

A variation request isn't automatically included in the instant price. Our team reviews the details and will confirm any applicable changes or pricing before the job is finalised.

[BUTTON: OPEN YOUR JOB & ADD A VARIATION]
[LINK: <<Portal Login URL>>]

Not sure whether to adjust a setting or request a variation? Reply with what you're trying to achieve and we'll help you choose the right approach.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 15

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Discover the actual blocker, without guessing why someone hasn't submitted a job.
PREVIEW TEXT FOR BREVO: A quick question so we can help with the right thing.
SETUP CHECK: Working reply-to address, phone number; do not imply the customer has definitely not ordered. Reference: goCabinets Email 03 and first-order follow-up calls.

SUPPORT RESOURCES: [TUTORIAL VIDEOS]

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Is anything holding up your first cabinet job?

Hi <<First Name>>,

Just checking how you're getting on with the online cabinetry ordering system.

If you're working on a job and something's slowing you down, which of these best describes it?

1. I haven't had a chance to start.
2. I've started but I'm stuck on a setting or measurement.
3. I'm not sure whether the pricing or inclusions are right.
4. My project isn't ready to order yet.

Just reply with 1, 2, 3 or 4. We'll help you work out the next step.

If you'd prefer to talk it through, call <<Phone>> and we can walk through your job together.

And if you've already submitted an order, thank you. There's nothing you need to do; we're here if another question comes up.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 21

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Replace generic competitor claims with verifiable differentiators and authentic social proof.
PREVIEW TEXT FOR BREVO: A closer look at the people, materials and jobs behind our cabinetry.
SETUP CHECK: Two specific verified advantages, one authentic workshop/project image and one genuine testimonial or project example. Remove proof block if no permission. Reference: goCabinets Email 09 and Additional Template A08; do not reuse unverified competitor comparison graphics.

PHOTO RESOURCES: [IMAGE/GRAPHICS LIBRARY]. Replace the photo placeholder with an authentic image of YOUR workshop or completed project. Do not reuse another supplier's work as your own.

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: What makes <<Business Name>> worth considering?

Hi <<First Name>>,

You've had some time to explore the portal. Before you choose who'll manufacture your cabinetry, it's worth looking beyond the number at the bottom of a quote.

Here's what we believe matters when choosing a manufacturing partner.

The materials and hardware
[INSERT A SPECIFIC, VERIFIED MATERIAL OR HARDWARE ADVANTAGE THAT APPLIES TO YOUR BUSINESS.]

The people making your job
[INSERT A TRUE DETAIL ABOUT YOUR WORKSHOP, EXPERIENCE, QUALITY-CHECKING PROCESS OR SPECIALIST CAPABILITY.]

[INSERT A PHOTO OF YOUR OWN WORKSHOP OR COMPLETED JOB]
[OPEN IMAGE/GRAPHICS LIBRARY FOR DESIGN IDEAS]

What customers say
[INSERT A REAL CUSTOMER QUOTE, NAME/BUSINESS WITH PERMISSION, OR A LINK TO A GENUINE COMPLETED PROJECT. REMOVE THIS SECTION IF UNAVAILABLE.]

If you have a job coming up and want to check whether we're the right fit, reply with what you're working on. We can talk through the specifications and what our service includes.

[BUTTON: VIEW YOUR JOB]
[LINK: <<Portal Login URL>>]

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 30

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Reduce logistical uncertainty as customers approach a realistic first-order decision window.
PREVIEW TEXT FOR BREVO: Lead times, assembly and collection or delivery explained.
SETUP CHECK: Confirm lead times and start point; flatpack/assembled options; delivery coverage, charges, collection address and notification method. Remove inapplicable supply options. Reference: Existing Customer Email 01 and source FAQ graphic.

VISUAL RESOURCES (OPTIONAL): [IMAGE/GRAPHICS LIBRARY]. Only add images of services and supply methods you actually offer.

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: A few practical things to check before ordering

Hi <<First Name>>,

If you're getting closer to ordering cabinetry for your next project, it's worth checking a few practical details before you lock in your schedule.

When will the job be ready?
For <<SPECIFIED JOB TYPE>>, our usual turnaround is <<VERIFIED RANGE OF WORKING DAYS>> from <<EXACT START POINT: APPROVAL/PAYMENT/CONFIRMATION>>. Timing can change with materials, variations and our current workload, so please confirm your required date with us.

How will the cabinets be supplied?
We offer <<CONFIRMED AVAILABLE SUPPLY OPTIONS: FLATPACK / ASSEMBLED>>. Check the supply method selected in the portal and whether hardware, doors, panels and adjustable legs are included in your job.

Where will you get them?
<<INSERT VERIFIED COLLECTION LOCATION AND HOURS OR DELIVERY COVERAGE, CHARGES AND ARRANGEMENTS.>>

[BUTTON: REVIEW YOUR JOB DETAILS]
[LINK: <<Portal Login URL>>]

If you've got an installation date in mind, reply with the approximate timing and your project location. We'll help you understand the options before you commit.

Cheers,

<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 38

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Explain the manufacturer's real order-processing stages so submission doesn't feel like a black box.
PREVIEW TEXT FOR BREVO: A quick guide to review, confirmation and manufacturing.
SETUP CHECK: Confirm the precise manufacturer workflow, whether submitting is binding, variation review, acceptance/payment, production start and notification. Reference: goCabinets Email 01 on variation approval; Existing Customer FAQs.

VISUAL RESOURCES (OPTIONAL): [IMAGE/GRAPHICS LIBRARY]. Verify your own confirmation and manufacturing process before adding a process diagram.

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: What happens once you submit your cabinetry job?

Hi <<First Name>>,

Wondering what actually happens when you press Submit in the ordering portal?

Here's an overview of how we handle jobs so you know what to expect.

1. You build and review your job
Check the cabinets, measurements, materials, hardware and supply selections in your order.

2. You submit the details to our team
We receive the job information. If you've requested a variation or a non-standard detail, that may need separate review and pricing.

3. We confirm the next steps with you
<<INSERT YOUR REAL APPROVAL PROCESS, ANY PAYMENT REQUIREMENTS, AND WHETHER SUBMISSION ITSELF CREATES A BINDING ORDER.>>

4. The job moves through manufacturing
Once <<INSERT VERIFIED PRODUCTION TRIGGER>>, we progress the job and <<INSERT HOW AND WHEN CUSTOMERS RECEIVE UPDATES ABOUT COLLECTION OR DELIVERY>>.

[BUTTON: CHECK YOUR JOB DETAILS]
[LINK: <<Portal Login URL>>]

If you're not sure what submitting means for your particular job, please reply before you proceed. We're happy to explain how it works.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

CORE AUTOMATED EMAIL | DAY 45

STATUS: DRAFT COMPLETE. PERSONALISE AND APPROVE BEFORE ACTIVATING.
OBJECTIVE: Reconnect with longer-decision-cycle registrants without treating quiet leads as lost or repeating technical instruction.
PREVIEW TEXT FOR BREVO: If your project timing has changed, we're still here to help.
SETUP CHECK: Active reply-to inbox, manufacturer-specific phone and portal login link. Keep order-safe wording and unsubscribe working. Reference: goCabinets Email 10 for later-stage feedback (not a post-purchase review request), and source first-order 45-day timing data.

INTERNAL NOTES ABOVE. COPY CUSTOMER TEXT FROM THE SUBJECT LINE DOWN.
Subject: Still working towards your first cabinetry job?

Hi <<First Name>>,

It's been a little while since you opened your online cabinetry ordering account, so I wanted to check whether your project is still on the go.

A lot can change between starting a quote and being ready to order. You might still be measuring up, waiting for a client to approve the design or simply working to a later installation date.

Whatever stage you're at, we're here when you need us.

If there's something we can help with, just reply and let us know:

Are you still planning the job, checking the price, or ready to finish the order?

[BUTTON: RETURN TO YOUR JOB]
[LINK: <<Portal Login URL>>]

If you've already ordered, thanks for choosing us. No action needed.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

ADDITIONAL EMAIL TEMPLATES: OPTIONAL & ORIGINAL

Original alternative drafts and optional campaigns, retained for reference and future development.

These original drafts are NOT part of the proposed 11-email Brevo sequence. Some are longer, duplicate approved content or contain illustrative product, pricing, discount and competitor claims. Review and personalise each before use.

WHAT IS HERE
WELCOME: A01 to A03 Alternative welcome emails
PRICING: A04 Complete-job pricing examples
HOW TO: A05 to A07, A09 and A10 Room Settings, measurements, variations, quoting tools and finishing a job
PROOF: A08 and A11 Manufacturer advantages and completed-project inspiration
OFFERS AND FOLLOW UPS: A12 to A14 Optional discounts and final check-ins

When choosing a template, start with the proposed 11-email sequence and use these only to supplement it.

ADDITIONAL EMAIL TEMPLATE | A01

Focus: How To Get Started

Subject: Let's get your first cut-to-size job underway

Hi <<First Name>>,

Welcome to <<Business Name>>!

You're now ready to start quoting and ordering your cut-to-size cabinetry online.

Getting your first job underway is easy:

1. **Log in** using the account details sent to your email.
2. **Create your job** by choosing your products, sizes and materials.
3. **Review and submit** your job to our team.

[LOG IN & START YOUR FIRST JOB] - [ADD YOUR LOG IN LINK HERE]

New to the ordering system?

We've put together a short video showing you how to get started, navigate the portal and set up your first job.

If you want a quick overview before jumping in, this short video walks through the basics:

[We recommend adding a link to your collection of how to order videos here. This one shown on goCabinets https://gocabinets.com.au/order-template or this video you should have on your website.]

Need a hand?

If you can't find your login details, check your emails or [reset your password here].

And if you get stuck on your first job, just reply to this email. We're happy to help.

Looking forward to working with you!

Cheers,

<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

ADDITIONAL EMAIL TEMPLATE | A02

Focus: How To Get Started

Hey [name],

Great to have you set up with [company name].

Our most profitable trades people and happy customers get the most value from logging into the platform straight away (while ideas are fresh) to start their first job.

Your next step (takes 5–10 mins):
Log in and build your first cabinet or small job.

You don't need to get it perfect.
You'll see pricing update instantly as you go, which is where most people start to understand the value.

[INSERT YOUR PORTAL LINK]

If you want a quick overview before jumping in, this short video walks through the basics:

[We recommend adding a link to your collection of how to order videos here. This one shown on goCabinets https://gocabinets.com.au/order-template or this video you should have on your website.]

Why start now?

Just getting a job started, even if you get it wrong, will allow us to see what you're trying to do and offer help as you design the cabinets. Saving you time and headaches.

Not to mention this will allow you to **get an instant idea on price** and **get cabinets into production quicker**.

If you get stuck at any point, just reply to this email.

We can:

- Jump on a quick call
- Walk through your first job with you

- Or review what you've built

If you find the online ordering platform complex or decide that a flatpack solution isn't the right fit, we also offer a complete, one-stop-shop joinery service. You can send us your sketches for a full quote or speak with one of our experienced team members for guidance through the entire process.

Trade discount

If you're in the building industry, register your ABN here to access your 10% trade discount.

Once you've had a go at your first job, let me know. Happy to review it with you and make sure everything is set up properly.

ADDITIONAL EMAIL TEMPLATE | A03

Use Mailchimp? Click to add this email template to your account

—----------

Focus: How To Get Started

Subject: Welcome to <<Business Name>> – Let's Get Your First Job Underway

---

Hi <<First Name>>,

Thanks for choosing **<<Business Name>>** as your local cabinetry manufacturing partner.

Whether you're quoting your first project or just getting a feel for the platform, we're here to make it easy.

✅ Quick Start Guide

We've pulled together a few short videos to help you hit the ground running. These cover everything from creating a job to navigating tools, settings, and materials.

Here is a non-branded version of this video you can use

https://drive.google.com/file/d/1YTGi6fHHNttzFKnkn5RFmc_ZMlW3tiHQ/view?usp=drive_link

Adding this link to an image like this with your branding is a great way to generate high click-through rates.

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

🔐 Your Account Details

You should have received your login credentials in a separate email.

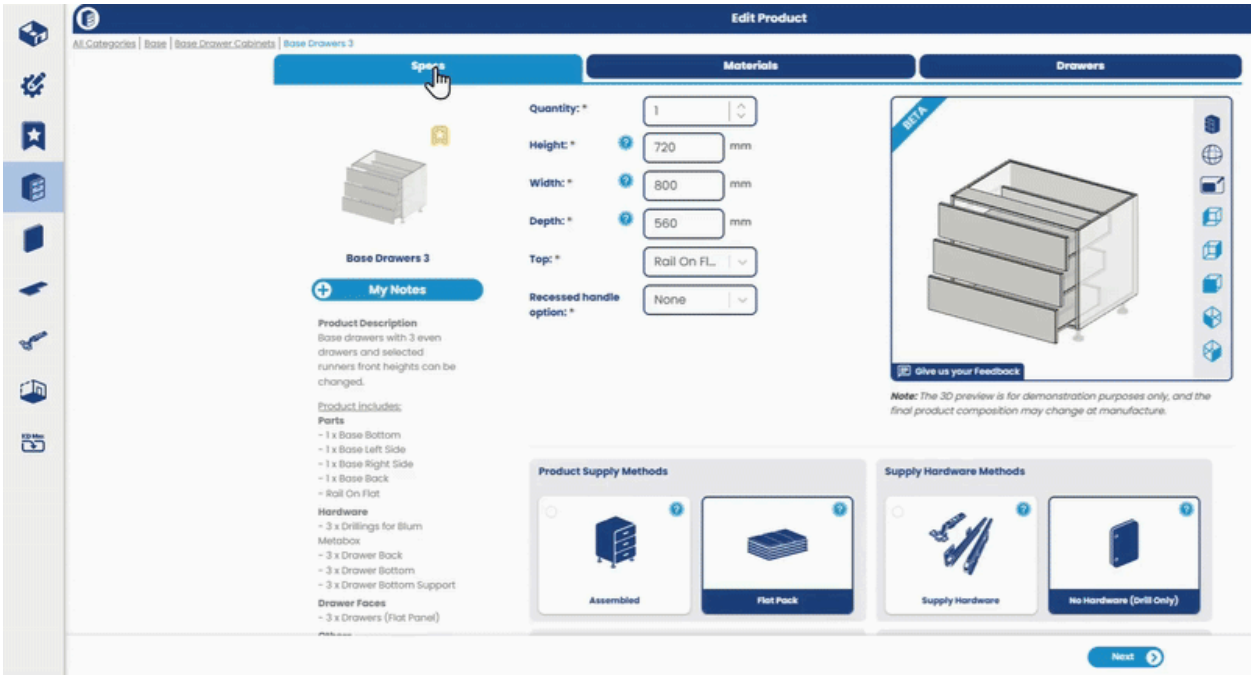
If not, check your spam folder or reset your password below.

👉 **[Request Help from Our Team]**

Unique Product Requests:

Need something unique for your product—like powerpoint cutouts, routing for an LED strip, or anything else? Simply use the Variation Request Tool to enter your specific requirement.

Variations can be added from “Specs” tab when adding/editing a product.



Link to GIF
https://drive.google.com/file/d/1pXUHrIbHvElSPmG1tWCahbfyR7_IGbJx/view?usp=drive_link

Once you submit your project, we will manually review any variations and provide a tailored quote for your approval.

Hardware and Materials:

The most common issues with flatpack failures come down to one thing: cheap parts.

Boards that chip, sag, or soak up water. Hinges that go loose.

We deliver better results than our competitors because we don’t cut corners — we only stock premium, trade-tested materials designed to last.

Here are some of the most trusted options our customers start with:

Drawers

• *Blum Antaro* – sturdy, soft close [image]
• *Tekform Slimline* – slim profile, budget-friendly [image]

Hinges
• *Blum Inserta Soft Close* – smooth, silent [image]
• *Titus T-Type* – reliable and cost-effective [image]

Board Colours
• Whites: *Formica Snowdrift*, *Polytec Polar White*
• Neutrals: *Polytec Natural Oak*, *Polytec Black*

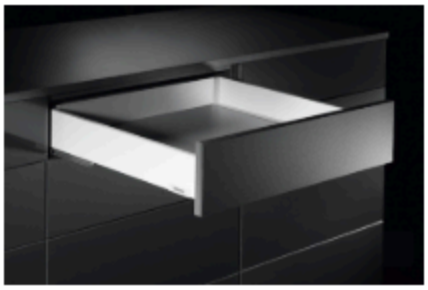
Carcase Material
• *Shop Materials (White Carcase)* – stocked and ready to go

example layout image:

Drawers

Blum Antaro -
Sturdy, soft close

Tekform Slimline –
Slim profile, budget-friendly



Hinges

Blum Inserta Soft Close –
Smooth, silent

Titus T-Type –
Reliable and cost-effective

DOWNLOAD IMAGES HERE

🔐 Your Account Details

You should have received your login credentials in a separate email.
If not, check your spam folder or [reset your password here].

🔗 [Log in to Your Account]
🔁 [Reset Your Password]

📞 Still Need a Hand?

If you'd like a quick walkthrough, or just want to chat through your first project, I'm more than happy to help.

Looking forward to seeing your first job come together!

Cheers,
<<Your Name>>
<<Business Name>>
📞 <<Phone>>
📧 <<Email>>

Trade quality. Fully customisable. Flat pack made simple.
[Facebook] • [Instagram] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A04

Focus: Give Them An Idea Of Price

Subject: How to Get An Accurate Cabinet Quote (With Real Job Examples)

Hi <<First Name>>,

🧠 **One Thing Most Customers Get Wrong About Pricing**

We've found many users start by quoting a single cabinet — just to get a price. Totally understandable, but it often gives the wrong impression.

Here's why:
⚙️ Setup, processing, and packing costs are factored into every order — so when you quote just *one or two* cabinets, the price per unit looks artificially high.

💡 To get a clear idea of actual pricing, always run a **full project** through the system.

📦 **Example Jobs & Real Pricing**

Here are three examples based on real quotes submitted through Cabinetry.Online — so you can see how pricing really works:

🟩 **Basic Laundry (5 cabinets)**
Includes: 2-door base, tall broom cupboard, overheads
Quoted Price: $XXXX + GST

🟦 **Small Kitchen (10 cabinets)**
Includes: base units, drawers, fridge housing, 3 overheads
Quoted Price: $XXXX + GST

🟨 **Full Kitchen & Laundry (18 cabinets)**
Includes: multiple base units, tall pantry, overheads, laundry set
Quoted Price: $XXXX + GST

Want to try something similar? Just log in, create a job, and add a few rooms — we'll show you pricing instantly.

👉 [Log In & Start Quoting]

📽️ **Need a Hand?**
We've also created a few short videos to help you:

- [Creating Your First Job]
- [How to Add a Room + Cabinets]
- [Quick Add Tool Explained]

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

And if you'd rather talk it through, just reply to this email or call anytime — we're here to help.

📞 <<Phone Number>>
📧 <<Support Email>>

Thanks again for choosing <<Business Name>> — can't wait to see your first project come through.

Cheers,
<<Your Name>>
<<Your Business>>
🌐 [Visit Website] | 📞 <<Phone>> | 📧 <<Email>>

ADDITIONAL EMAIL TEMPLATE | A05

Focus: Set Room Defaults Before Adding Cabinets
Subject: Save time on your first job with Room Settings

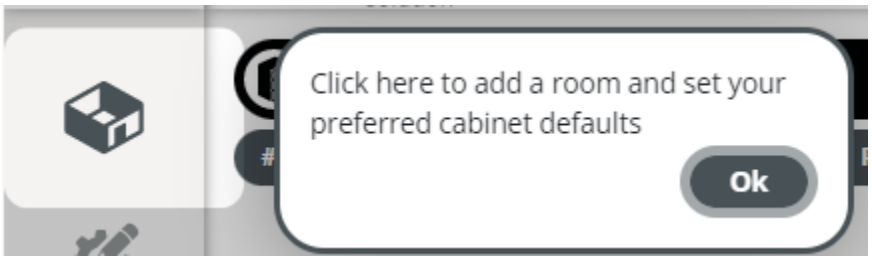
Hi <<First Name>>,

Before you add cabinets to your first job, take a moment to set up your room.

When you create a room (such as a Kitchen or Laundry), Room Settings let you choose your preferred materials, hinges, drawer systems and cabinet dimensions. Those settings carry through to the products you add to that room, so you don't need to select everything from scratch each time.

Here's how:
1. Log in and create or open a job.
2. Add a room and choose its Room Settings.
3. Add a cabinet and check the default selections.

You can still adjust the settings on an individual cabinet if you need to.



[OPEN YOUR JOB & SET ROOM DEFAULTS]

Not sure which material or hardware to choose? Reply to this email and we'll help.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

INTERNAL SETUP NOTE — REMOVE BEFORE SENDING:
Add the manufacturer's portal link and a branded screenshot or short Room Settings tutorial. Confirm which choices are available in that manufacturer's portal.

ADDITIONAL EMAIL TEMPLATE | A06

Mailchimp reference: original combined version (update before sending)

—----------

Focus: Measurements & Finishing Before Your First Order

Subject: 3 quick checks before you order your cabinets

Hi <<First Name>>,

Before you submit your first cut-to-size job, here are three quick checks to help avoid surprises when your cabinets arrive.

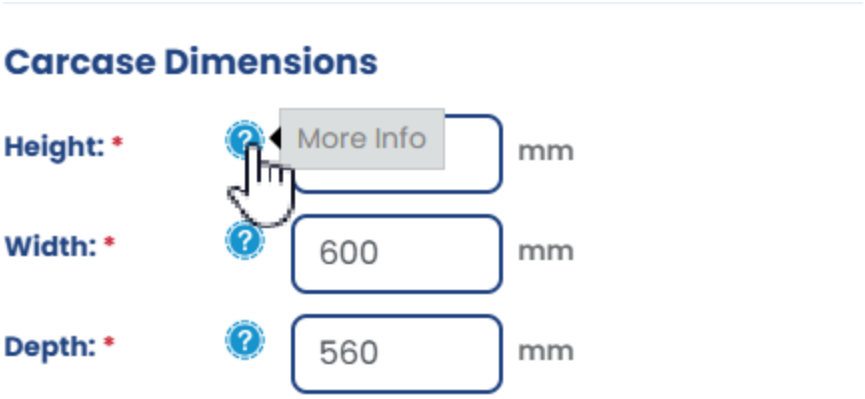
1. Check your cabinet depth

The depth entered in the portal refers to the carcase only — not the doors. For end panels, remember to allow for the door thickness and any additional clearance your project needs.

2. Check your cabinet height

Cabinet height is measured from the bottom to the top of the carcase. If you're using adjustable legs, their height is separate.

Look for the (?) icons beside the measurement fields for extra guidance.



3. Check walls, corners and exposed ends
Before finalising your job, make sure you've allowed for:
• Fillers or scribe panels where cabinets meet walls.
• Corner voids and enough clearance for doors, drawers and handles to open.
• Matching applied panels wherever a white carcase end would be visible.

These details can make a big difference to how neatly the finished cabinetry fits your space.

[REVIEW YOUR JOB BEFORE SUBMITTING]

Unsure about a measurement or detail? Reply to this email before ordering and we'll help you check it.

Cheers,
<<Your Name>>
<<Business Name>>
<<Phone>> | <<Email>>

INTERNAL SETUP NOTE — REMOVE BEFORE SENDING:
Link the call-to-action to the manufacturer's portal. Verify any default allowances or technical requirements before sending, and swap in a branded dimensions screenshot if preferred.

ADDITIONAL EMAIL TEMPLATE | A07

Use Mailchimp? Click to add this email template to your account

—----------

Focus: Overcoming Common Bottlenecks

Subject: Stuck on Something? Here's Help With the Tricky Bits

---

Hi <<First Name>>,

We know placing your first cabinet order can raise a few questions, so this email is here to help you handle custom variations and provides step-by-step instructions for three common design tweaks:

▪ Setting up recessed handles and rails.

▪ Create Overhead Fingerpulls using negative margins

▪ Custom Drawer Heights

🔧 Custom Requests & Variations

Need a unique cutout for a powerpoint, a specific notch for plumbing, or a completely custom modification?

You can request these unique specs in the "Variations" field of each product.

Many common design tweaks - like adjusting drawer heights or door overhangs - can also be handled instantly within the cabinet settings. This ensures your quote and measurements stay accurate in real-time.

Quick Tweaks Made Easy

Here is how to handle some of our most common niche requests:

Add Fingerpull to Base Drawers

Achieve a sleek, handle-less look by using the integrated recessed handle settings.

1. The Setup: Select a “Recessed handle option” when editing the specs of any base cabinet.

2. The Magic: Your manufacturer will apply your necessary cut-outs, while margins are automatically added to allow for the fingerpull. You can review or manually adjust these if needed.

3. The Rail: Add a corresponding Rail Product to your job. If you forget, you’ll be reminded on job submission.

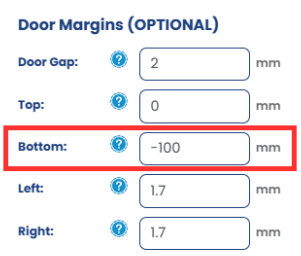
Length of rail needed for a single cabinet = cabinet width x number of drawers

Top Tip: If adjacent cabinets have matching drawer heights, you can save time by using a single rail to span the entire width.

Example: three 600mm cabinets side-by-side can be served by one 1800mm rail per row of drawers.

Add a Fingerpull to Overhead Cabinets

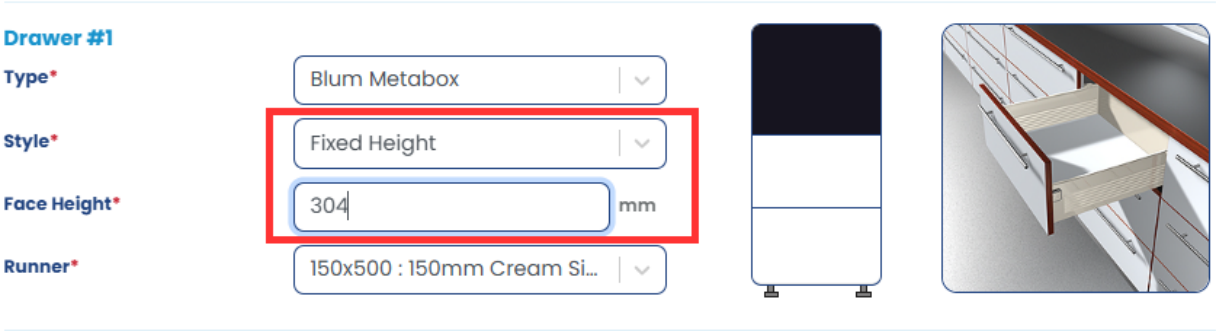
Use a **negative bottom margin** to extend the door for a fingerpull. Example: `-100mm` increases the door by 100mm.



Note: *The 3D preview is for demonstration purposes only, and the final product composition may change at manufacture.*

Adjust Drawer Face Heights

Choose “Fixed Height” to customise each drawer front. The system will auto-select runners that match your new sizing.



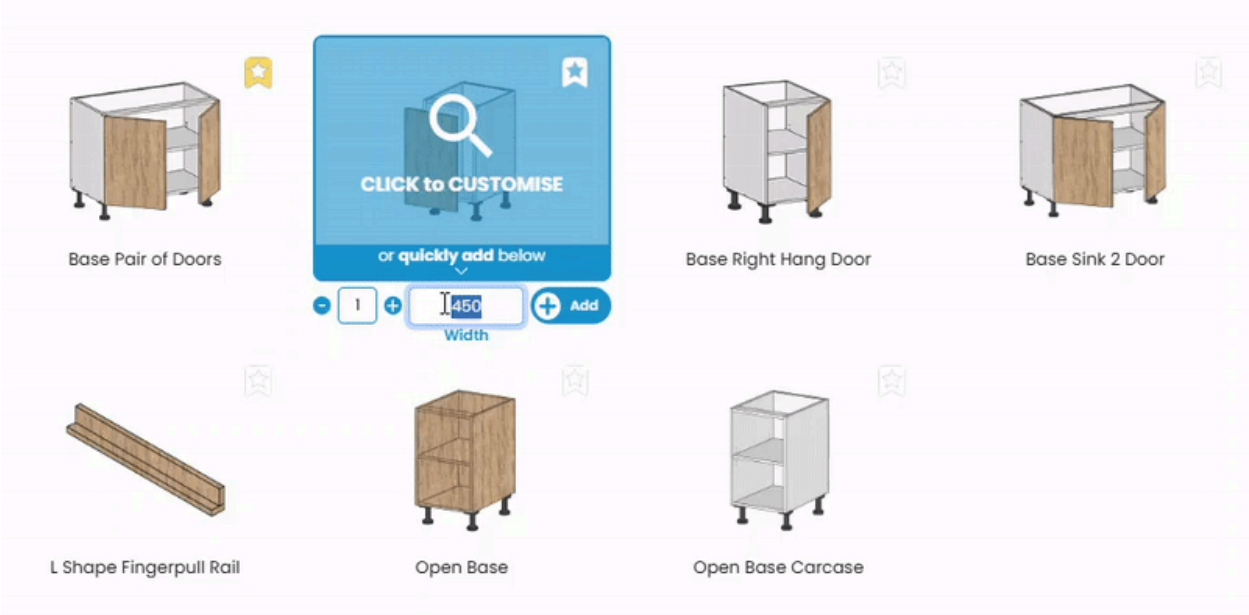
Quality Materials. Trade Results.
We only use moisture-resistant, trade-grade materials — the kind that won’t chip, sag or soak up water over time. That’s how we make sure your end product looks professional and lasts longer, whether you’re DIY or building for a client.

Cheaper flatpack suppliers often cut corners with board thickness or use off-spec hardware — we don’t.

So when your customers open those drawers or doors? They’ll feel the difference.

Quick Tip on Pricing
If you’re trying to get a true idea of cost, make sure you quote an entire project, not just a single cabinet. This helps distribute fixed costs across the entire order, effectively lowering the perceived cost per unit.

To facilitate this process, utilise our quick-add function. This allows you to quickly add products to an order, providing a rough instant quote, simplifying the process of expanding your order and absorbing fixed costs more effectively.



This initial estimate can then be refined and finalised after receiving customer approval, ensuring precision and client satisfaction.

📽️ Watch & Learn

Need a visual guide? These short tutorials can help:

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

Example

▶️ Watch & Learn

Need a visual guide? These short tutorials can help:

More Videos

We can't wait to see your next job take shape!

💬 Need a Hand? Just Call Us

If you get stuck — whether it's a product selection, setting up a room, or making final tweaks — just give us a buzz. We're more than happy to walk you through it.

📞 <<Phone Number>>
📧 <<Support Email>>
🌐 [Visit Website]

Thanks again for choosing <<Business Name>>. We can't wait to see your next job take shape!
— The <<Business Name>> Team

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[Instagram] • [Facebook] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A09

Use Mailchimp? Click to add this email template to your account

—----------

Focus: Increased help and simplicity to facilitate new orders

Subject: Faster Quoting, Faster Ordering | Step-by-Step

Hi <<First Name>>,

Stop the manual guesswork. This email covers three built-in tools designed to slash your quoting time and ensure every project lands with a high-end, custom finish.

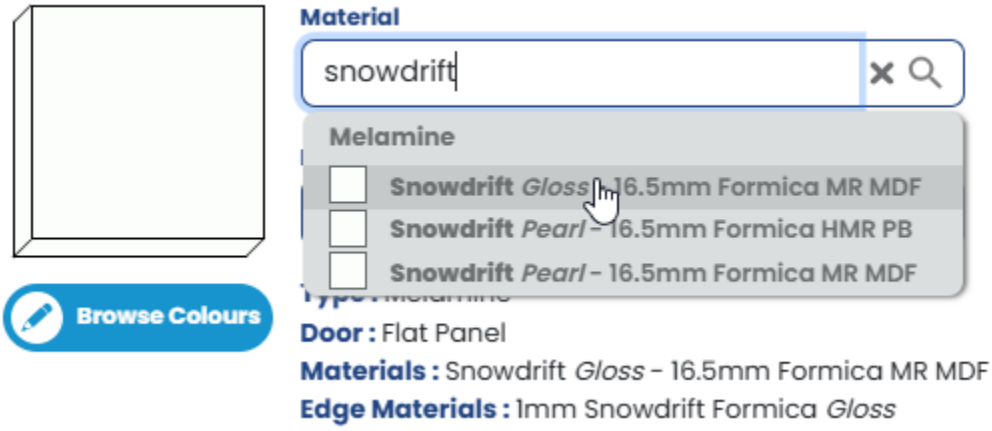
📞 Need Help?

If you require specialised assistance, whether it's selecting a product, setting up a room, or making final tweaks, please contact your aligned manufacturer. Their contact information is accessible upon signing into your portal.

Alternatively, feel free to reach out to us for additional support with using the software.

Unsure on Colours or Materials?

Click “Browse Colours” in the material section to view swatches for all available colours, or use quick-search to find something specific in seconds.



Most Popular Materials

Whites –

Formica Snowdrift

Polytec Polar White

Neutrals –

Polytec Natural Oak

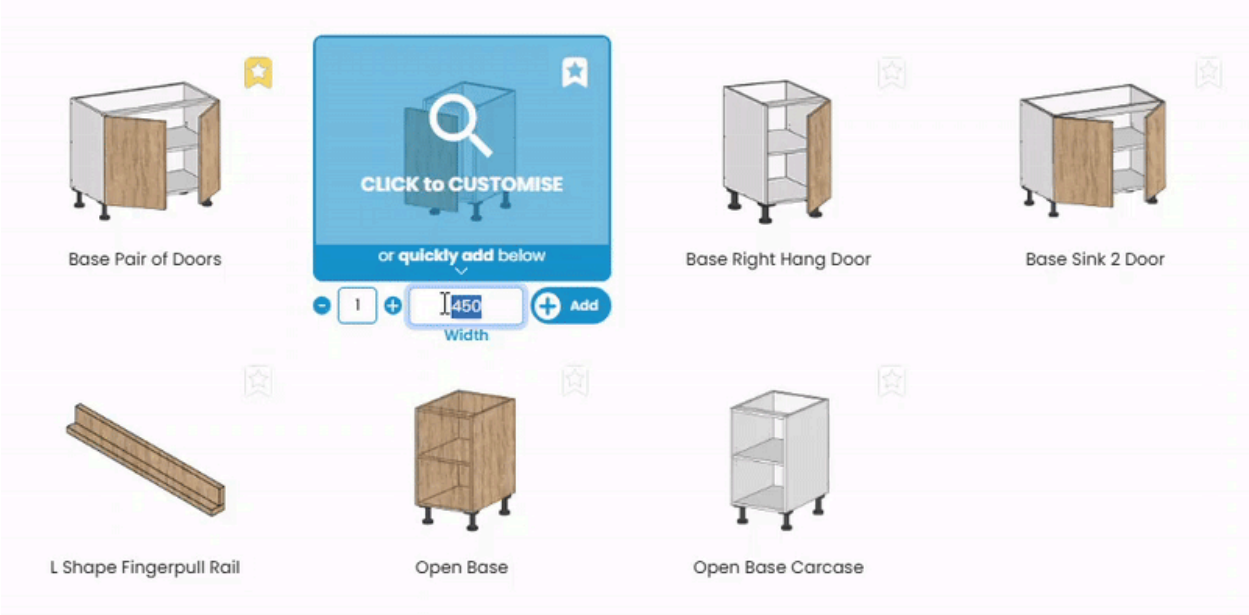
Polytec Black

Shop Materials, White Carcase

White Carcase is industry standard particle board used for cabinet internals.

Quick Add Tool

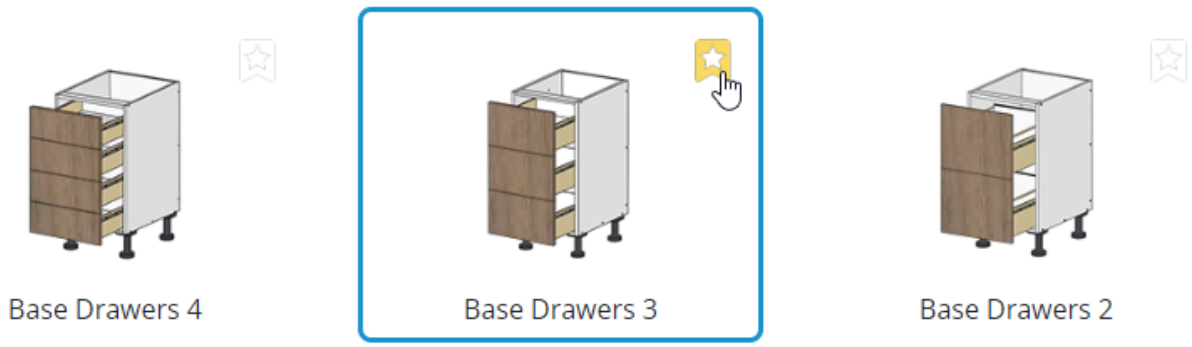
Utilise our quick-add function to quickly add products to an order, providing a rough instant quote, simplifying the process of expanding your order and absorbing fixed costs more effectively.



This initial estimate can then be refined and finalised after receiving customer approval, ensuring precision and client satisfaction.

⭐ Save Time With Favourites

You can “star” your most-used cabinets and components to save them to your favourites. Click the **flag icon** on any product, and access your list via the **Favourites menu** anytime.



Watch It, Don’t Guess It

Prefer to see how it’s done? These quick videos cover the essentials:

Setting Room Defaults (hardware, sizes, materials)

Adding Fingerpulls & Adjusting Drawer Faces

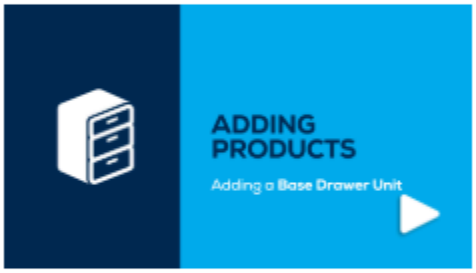
Using Quick Add to Get Rough Pricing

Saving Favourites for Faster Future Jobs

[example visual below - link the buttons to your log in/password reset links]

▶️ Watch Quick Walkthroughs

Sometimes it's easier to just see it done.
Here is our most helpful video content:



More Videos

📞 Still Need a Hand?

If you'd like a quick walkthrough, or just want to chat through your first project, we're more than happy to help.

Request Assistance

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

💬 **Still Need a Hand?**

If you'd like a quick walkthrough, or just want to chat through your first project, we're more than happy to help.

📞 <<Phone Number>>
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Thanks again for choosing <<Business Name>>. We can't wait to see your next job take shape!
— The <<Business Name>> Team

Trade quality. Fully customisable. Flat pack made simple.
[Instagram] • [Facebook] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A10

Use Mailchimp? Click to add this email template to your account

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Focus: How to finish your order

Subject: A Quick Recap to Help You Finish Your Order

A Quick Recap

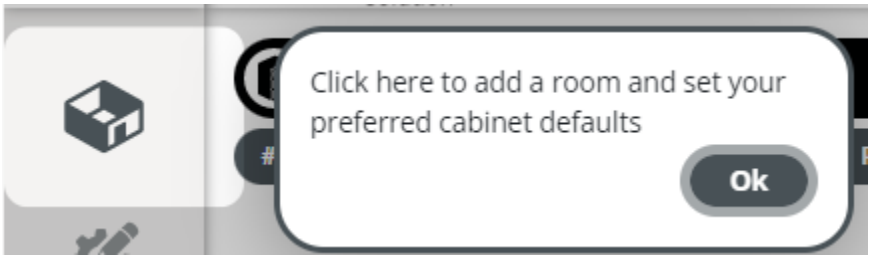
As you move closer to finalising your project, here are a few hints to ensure everything runs smoothly.

---

1. Set your Room Defaults

When you create a room (like Kitchen or Laundry), it sets the standard specs, so every product you add will pre-fill with your chosen hinges, drawers, finishes, and more.

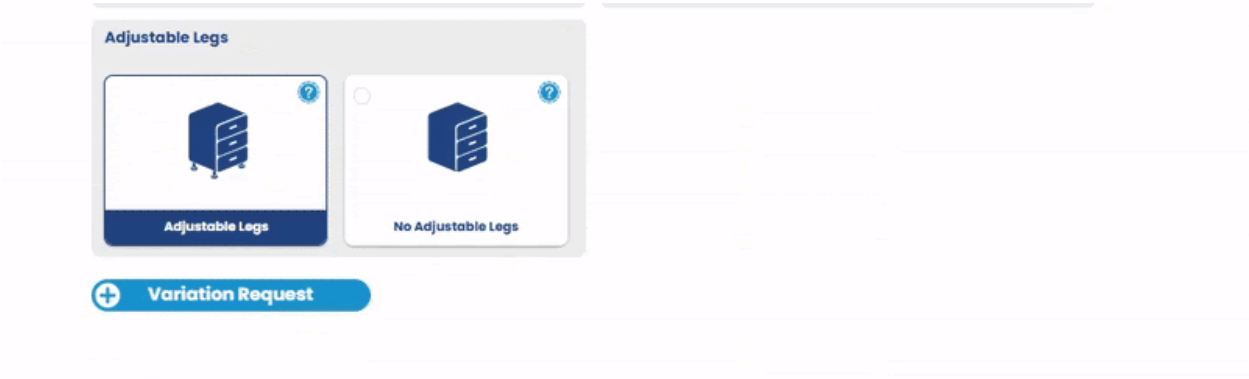
This saves you a tonne of time and reduces errors.



2. Editing Product Specs

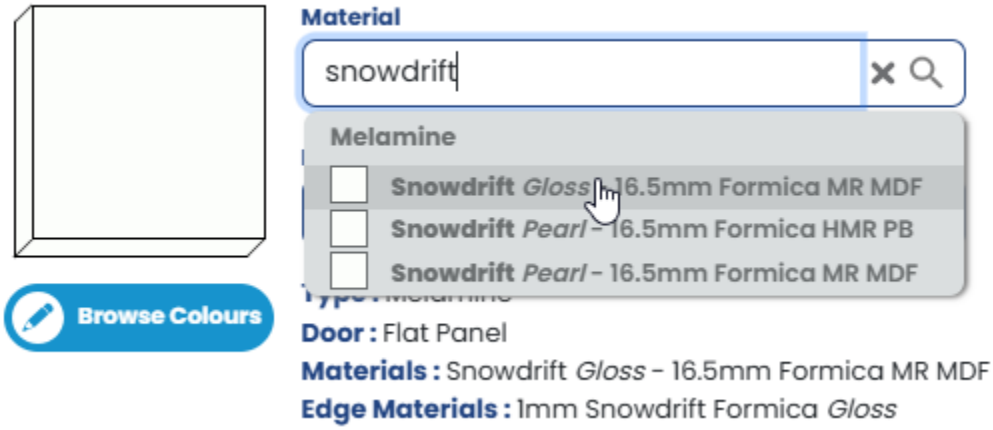
Need different drawer heights or an overhead with a fingerpull?

You can adjust margins, swap drawer runners, or you can request custom specs in the “Variations” field of each product.



3. Unsure on Colours or Materials?

Click “Browse Colours” in the material section to view swatches for all available colours, or use quick-search to find something specific.



🎥 Watch & Learn

Need a visual guide? These short tutorials can help:

[Room Defaults - Hardware Selections]

[Room Defaults - Exterior Material]

[Room Defaults - Supply Defaults]

[Room Defaults - Carcase Selections]

[Room Defaults - Size Defaults]

[Room Defaults - Gap Size Defaults]

[Watch All Videos →]

Example

▶️ Watch Quick Walkthroughs

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Here is our most helpful video content:

More Videos

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ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

💬 **Still Unsure?**

We can jump on a quick call or screen share to help you:

- Finish your current job

- Walk through the quoting process

- Check your specs

📞 <<Phone Number>>
📧 <<Support Email>>
🌐 [Visit Website]

Thanks again for choosing <<Business Name>>. We can’t wait to see your next job take shape!
— The <<Business Name>> Team

Trade quality. Fully customisable. Flat pack made simple.
[Instagram] • [Facebook] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A08

Use Mailchimp? Click to add this email template to your account

—----------

Focus: Reinforce The Benefits - Why Our Flatpacks are better than the competition

Subject: Want to know why people choose our flatpacks over others?

Hi <<First Name>>,

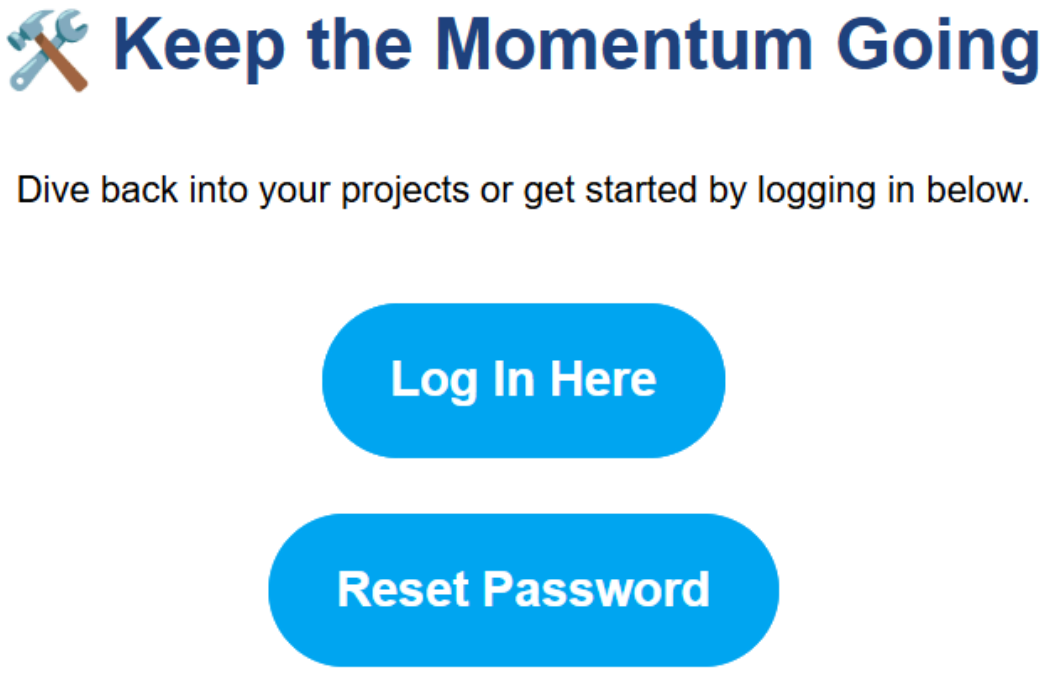
You're one week in — whether you've kicked off your first job or are still exploring, here's why builders and tradies keep coming back to us (instead of going elsewhere).

[Link to image here]

Keep the Momentum Going

If you're ready to start quoting, placing your first order is easier than you might think. Log back in and pick up where you left off:

[example visual below - link the buttons to your log in/password reset links]



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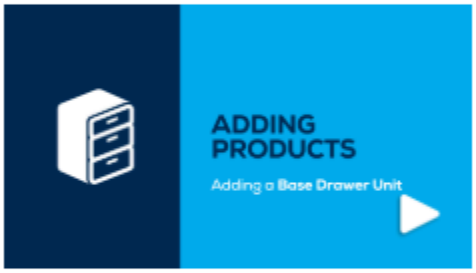
Using Quick Add to Get Rough Pricing

Saving Favourites for Faster Future Jobs

[example visual below - link the buttons to your log in/password reset links]

Watch Quick Walkthroughs

Sometimes it's easier to just see it done.
Here is our most helpful video content:



More Videos

Still Need a Hand?

If you'd like a quick walkthrough, or just want to chat through your first project, we're more than happy to help.

Request Assistance

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

💬 **Still Need a Hand?**

If you'd like a quick walkthrough, or just want to chat through your first project, we're more than happy to help.

📞 <<Phone Number>>
📧 <<Support Email>>
🌐 [Visit Website]

Thanks again for choosing <<Business Name>>. We can't wait to see your next job take shape!
— The <<Business Name>> Team

Trade quality. Fully customisable. Flat pack made simple.
[Instagram] • [Facebook] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A11

Focus: Tips & Inspiration to Help You Finish Your Project

Subject: How Are Your Cabinets Coming Along?

A Quick Check-In

We know tackling a renovation or custom build on your own can be exciting — and sometimes a little overwhelming.

At [Company Name], we're here to make the journey smoother with high-quality, custom flatpack solutions that fit perfectly into your space.

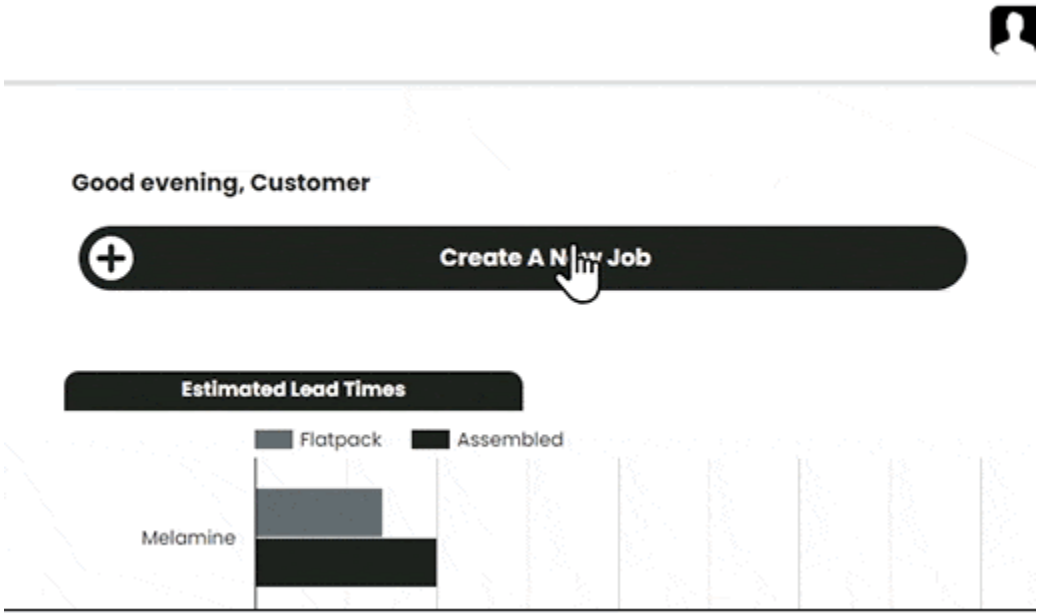
Whether you're updating your kitchen, designing a custom wardrobe, or building storage solutions, we've got everything you need to bring your vision to life — without the hassle!

Get Inspired

See What We've Done
From sleek, modern kitchens to space-saving wardrobes and custom storage, our past projects show the flexibility and quality you can expect.
[See Our Projects →]

1. CREATING A JOB

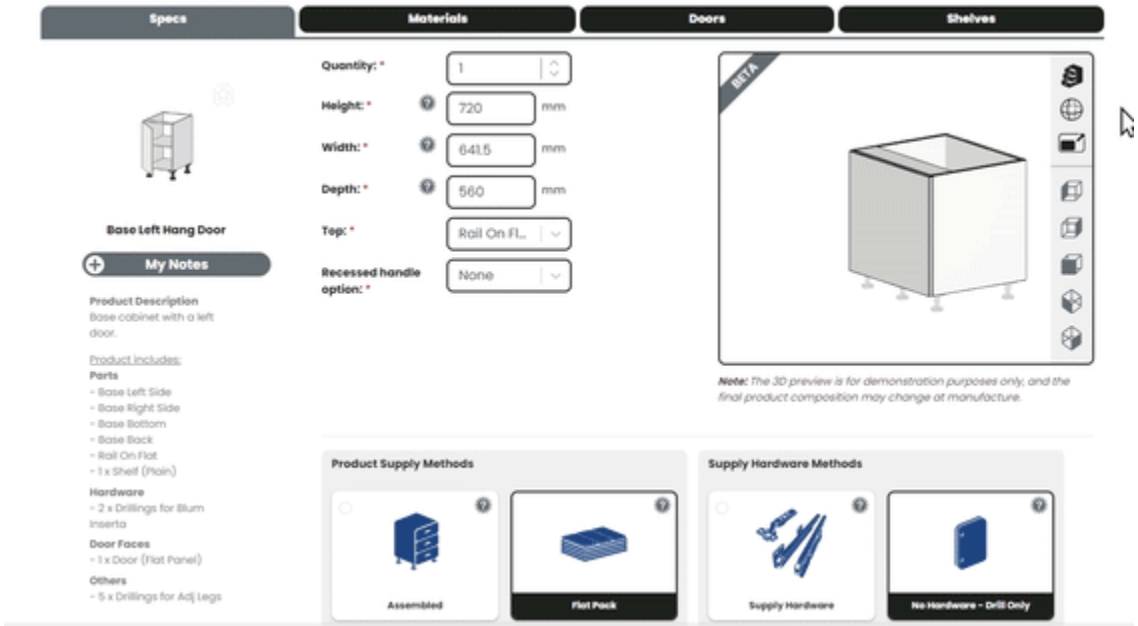
- Click “Create a New Job”, enter details & choose delivery method.
- Upload files & click “Create Job” to generate a job number.



Click to download image/gif

2. ADDING & CUSTOMISING PRODUCTS

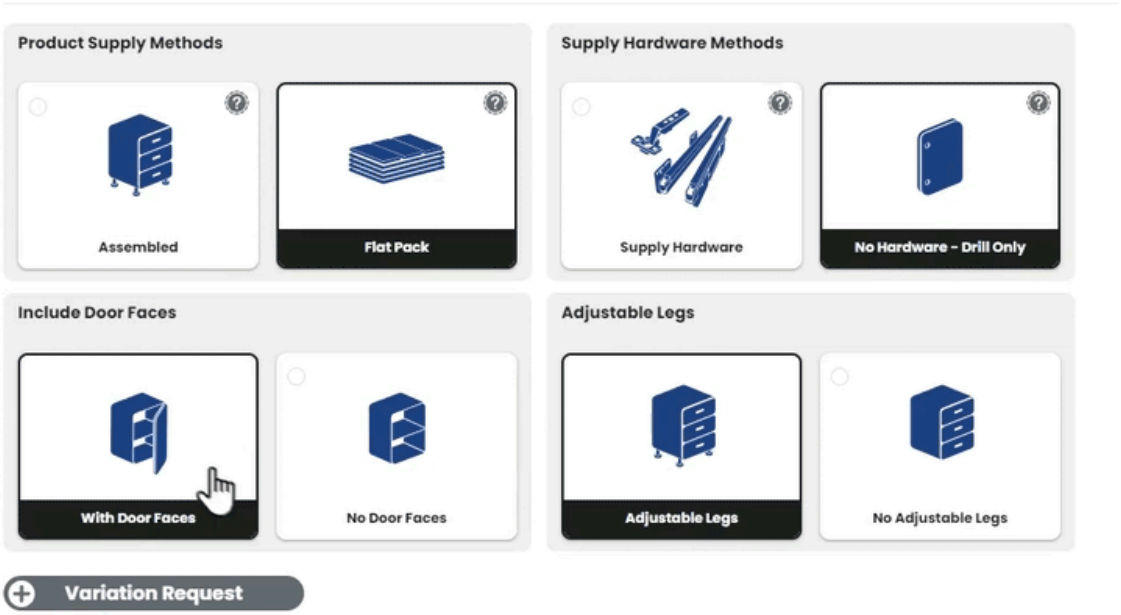
- Select a cabinet, adjust dimensions & modify drawer heights.
- Save & duplicate items, rename, or remove hardware.



Click to download image/gif

3. ROOM DEFAULTS & HARDWARE

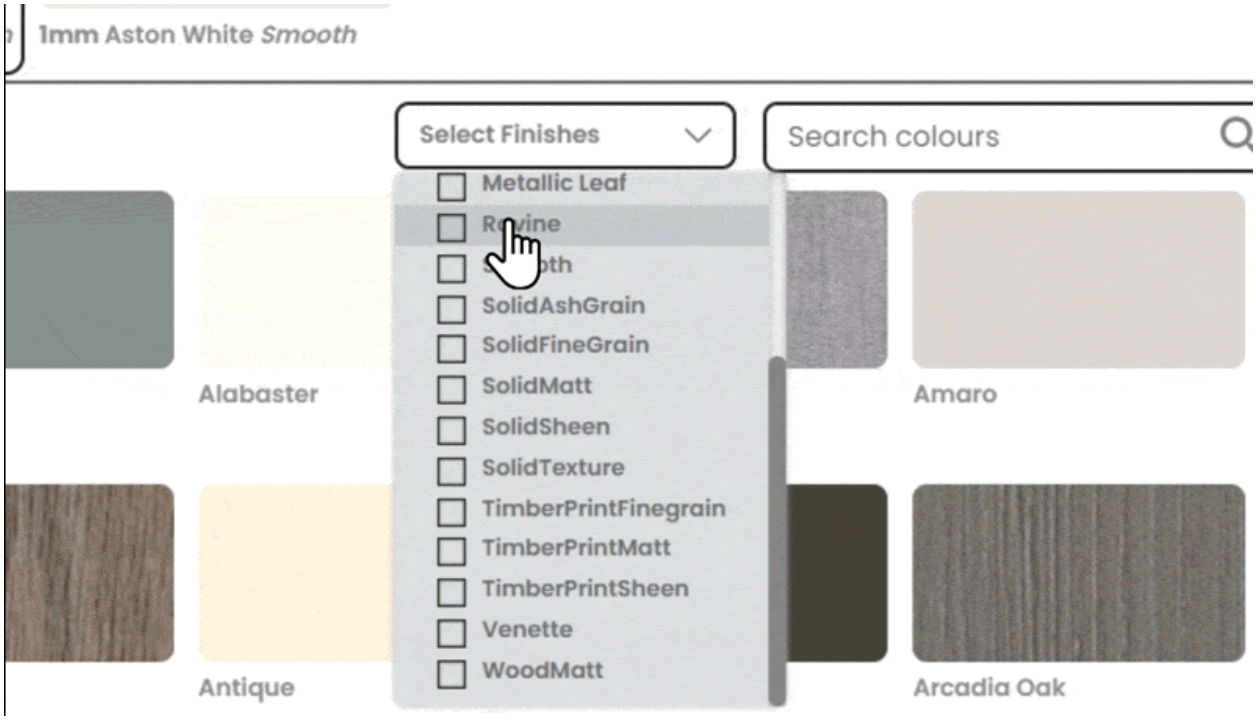
- Choose flat-packed or assembled
- Set hinge style, drawer system & supply preferences.



Click to download image/gif

4. MATERIAL & FINISH SELECTION

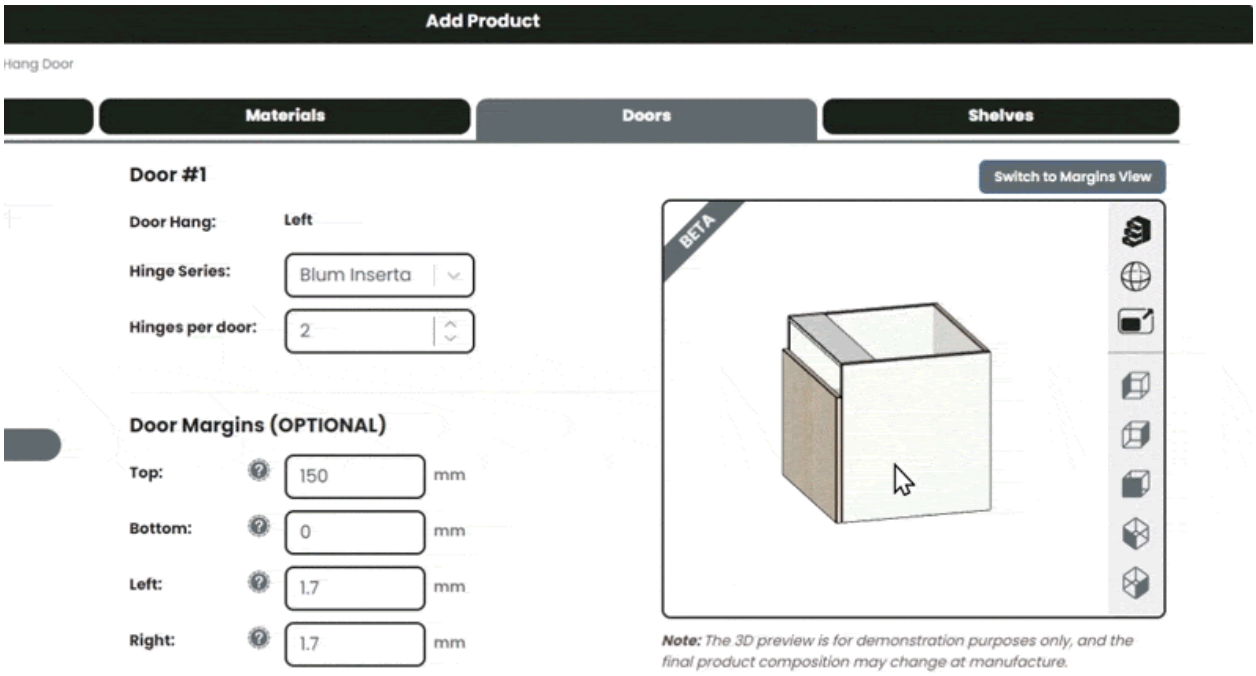
- Choose colours, finishes & grain direction.
- Adjust edge banding & material types.



Click to download image/gif

5. PRESETTING SIZES & GAPS

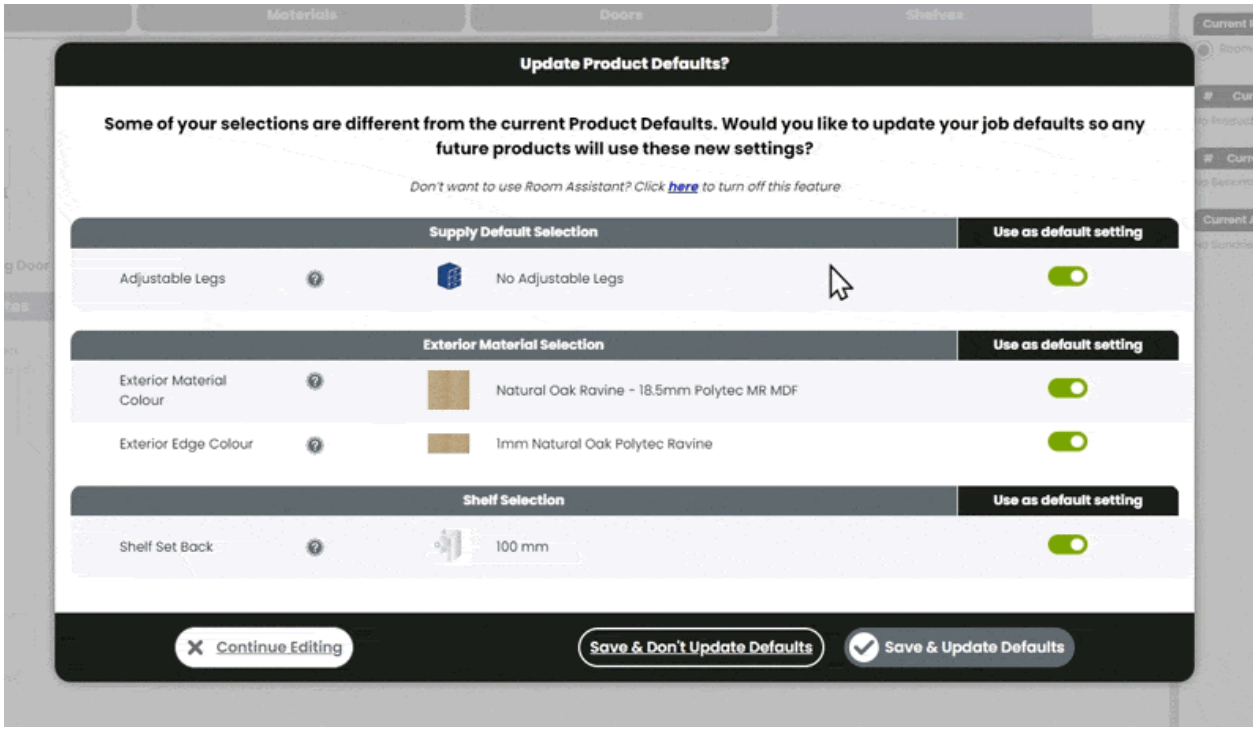
- Define product dimensions & door/drawer gaps
- Use visual guides for live updates.



Click to download image/gif

6. DOORS, PANELS & HARDWARE

- Order custom panels, set hinge positions & door styles.
- Save favourites & add extra hardware easily.



Click to download image/gif

Need a Hand?

We understand that designing your dream space is a big decision. If you'd like us to:

- Walk you through the portal
- Double-check dimensions or specs
- Discuss materials or design ideas

📞 **[Phone Number]**
📧 **[Support Email]**
🌐 [Visit Website]

You can even **drop by our warehouse** to speak with our team in person. We'll guide you through the process and make sure you get the perfect flatpack solution for your space.

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[Instagram] • [Facebook] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A12

Focus: Discount Offer

Subject: Need a hand finishing your first order? Here's 10% off to help

---

Hi <<First Name>>,

Just checking in — it looks like you've started a project in our system but haven't submitted it yet.

That's totally normal! Getting used to a new quoting tool can take a little time.

To give you a hand (and a nudge), we're offering you **10% off your first order**.
Use the code **`10OFFFIRST`** when you submit your first job through the portal.

✅ A Quick Recap to Help You Finish

Here are a few things to keep in mind as you finalise your job:

1. Set your Room Defaults
When you create a room (like Kitchen or Laundry), it sets the standard specs — so every product you add will pre-fill with your chosen hinges, drawers, finishes, and more.
This saves you a tonne of time and reduces errors.

📄 How to Set Room Defaults

2. Editing Product Specs
Need different drawer heights or an overhead with a fingerpull?
You can adjust margins, swap drawer runners, or request custom specs in the "Variations" field of each product.

📄 How to Add a Variation

3. Unsure on Colours or Materials?
Click "Advanced Editor" in the material section to browse all available swatches, or use quick-search to find something specific.

📽️ Watch Quick Walkthroughs

Sometimes it’s easier to just see it done.

Here’s our most helpful video content:

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

💬 Still Unsure?

We can jump on a quick call or screen share to help you:

- Finish your current job
- Walk through the quoting process
- Check your specs before submitting
- Answer any questions around pricing, lead times or delivery

📧 Email: <<Support Email>>
📞 Call us: <<Phone Number>>
🌐 [Visit Website]

🎁 Don’t Forget Your Discount

Use `10OFFFIRST` when submitting your order to receive 10% off your first job.

This is just our way of helping you get started with confidence.

Thanks again for giving <<Business Name>> a go — we can’t wait to be your go-to supplier for fully custom, trade-quality cabinetry at a flat pack price.

Warm regards,
<<Your Name>>
<<Business Name>>
[Facebook] • [Instagram] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A13

Focus: Final Attempt & Discount

Subject: One final check to see if you need any help?

Hi <<First Name>>,

I know things get busy — just wanted to check in one last time before I close this out on my end. If you're still planning to use the portal but haven't had a chance to get that first job underway, I'm here to help whenever you're ready.

Whether you need a walkthrough, have questions about materials or specs, or just want someone to check over your job before submitting — feel free to reach out.

To make things a little easier, here's **10% off your first job** — just use the code **10OFFFIRST** when you're ready to submit.

💬 **Need Help Getting Started?**
You don't need to figure it all out alone — we're here to make it simple.

- Want to walk through your first job together?
- Need help setting your room defaults or selecting the right materials?
- Not sure if your job is ready to submit?

We can jump on a quick call or screen share to guide you step-by-step. Just reply to this email, give us a call, or book in a time — whatever's easiest for you.

📞 <<Phone Number>>
📧 <<Support Email>>
🌐 [Visit Website]

Don't Forget To Review Our Instructional Videos

✅ Quick Start Guide

We've pulled together a few short videos to help you hit the ground running. These cover everything from creating a job to navigating tools, settings, and materials.

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

Thanks again for signing up — and I hope we get to work together soon.

Cheers,
<<Your Name>>
<<Business Name>>
[Facebook] • [Instagram] • [YouTube]

ADDITIONAL EMAIL TEMPLATE | A14

Focus: Final Attempt (No Discount)

Subject: One final check to see if you need any help?

Hi <<First Name>>,

I know things get busy — just wanted to check in one last time before I close this out on my end. If you're still planning to use the portal but haven't had a chance to get that first job underway, I'm here to help whenever you're ready.

Whether you need a walkthrough, have questions about materials or specs, or just want someone to check over your job before submitting — feel free to reach out.

💬 **Need Help Getting Started?**
You don't need to figure it all out alone — we're here to make it simple.

- Want to walk through your first job together?
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📞 <<Phone Number>>
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Thanks again for signing up — and I hope we get to work together soon.

Cheers,
<<Your Name>>
<<Business Name>>
[Facebook] • [Instagram] • [YouTube]

EXISTING CUSTOMER CAMPAIGNS

Emails for manufacturers introducing online ordering to trade customers they already work with.

This is a different audience from brand-new portal registrants. These drafts cover a portal introduction, complete-job pricing, first-order measurements and common product questions.

These are working templates, not part of the proposed Brevo 11-email registration sequence. Adjust the language to reflect your existing customer relationship, current ordering process and products.

EXISTING CUSTOMER EMAIL | 01

Focus: How to get started

Subject: Welcome to <<Business Name>> — let's get your first job underway

Hi <<First Name>>,

Good news — our **Trade-only ordering portal** is live, built to make your life easier: price jobs instantly and submit cut-to-size/flat-pack orders 24/7 with no back-and-forth.

Insert our 2-minute non-branded overview here (Find It Here)

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

We suggest uploading the videos to your own youtube channel/website before sharing.

Why our trade partners use it

- **Instant, accurate quotes (no waiting)** — price jobs on the spot; no waiting for us to get back to you.
- **Fewer errors & recuts** — you enter the specs directly, so what you put through the portal is exactly what we cut—no redraws, delays, or surprises.
- **Create reusable templates** — save your common jobs as templates so you can repeat orders fast. Duplicate any set, adjust sizes/materials, and submit to be cut in under 5 minutes.
- **Built-in 3D room planner** — design full rooms and share visuals with clients—no need to buy separate design software.
- **Use it anytime, easily** — jump in day or night, get immediate quotes for you or your clients, and approve/submit in a few clicks.

Get started in 2 steps

1. **Register your Trade account:** [Register Link]
2. **Watch this short video on how to submit your first order:** [How-to Video Link]

Frequently Asked Questions

- **How long until I get my cabinets?:** Usually [X–Y] business days, but call us to confirm.

- **Can I still get assembly through the portal?:** Yes

Pickup & Delivery

Pickup (Click & Collect)

- Warehouse: **[Address]**
- Hours: **Mon–Fri [HH:MM–HH:MM]** (last pickup **[HH:MM]**)
- What to bring: order number and business name.
- Packaging: flat-pack, clearly labeled; please bring suitable transport/tie-downs.
- We'll notify you as soon as your order is ready for collection.

Delivery

- Areas we cover: **[TBA list of suburbs/regions or "Zone A/B/C"]**
- Schedule: **[e.g., Tue–Fri]**, standard lead time **[X–Y business days]** from approval.
- Fees: **[e.g., Zone A $, Zone B $; POA outside zones]**
- Access notes: ground-floor/kerbside delivery as standard (forklift/tail-lift available on request).

📞 Still need a hand?

If you'd like a quick walkthrough — or want us on standby while you price your first job — just reply to this email, call **<<Phone>>**, or book a time: **<<Calendar Link>>**.

Looking forward to seeing your first job come together!

Cheers,
<<Your Name>>
<<Title>>, **<<Business Name>>**
📞 <<Phone>> • 📧 <<Email>> • 🌐 <<Website>>
<<Address>>

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EXISTING CUSTOMER EMAIL | 02

Hi <<First Name>>,

Thanks again for jumping into our Trade-only portal. Now that you've got access, the most useful next step is getting a **true sense of pricing** on real jobs.

The #1 pricing mistake (and how to avoid it)

Many users start by quoting **one or two cabinets** to "get a feel." Totally understandable—but it **overstates the price per unit** because setup, processing and packing are included in every order.
Better: build out a **whole room or project** (or duplicate one of your common jobs using Templates) and you'll see **accurate, scalable pricing** straight away.

Real examples (based on live quotes)

Use these as a guide, then run your own version in the portal:

- 🟩 **Basic Laundry (5 cabinets)**
  Includes: 2-door base, tall broom, two overheads
  Quoted: $XXXX + GST

- 🟦 **Small Kitchen (10 cabinets)**
  Includes: base units, drawers, fridge housing, 3 overheads
  Quoted: $XXXX + GST

- 🟨 **Kitchen + Laundry (18 cabinets)**
  Includes: multiple base units, tall pantry, overheads, full laundry set
  Quoted: $XXXX + GST

  Tip: Start with our **3D Room Planner** (or duplicate a **Template** you've saved), then tweak sizes/materials—your pricing updates instantly.

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

Ready to get started?

- **Creating your first job** – [Watch]
- **Add a room + cabinets** – [Watch]
- **Quick Add tool (fast quoting)** – [Watch]

(If you'd like non-branded versions to host on your site/YouTube, reply and we'll send you the files.)

Need a hand?

If you want us on standby while you price your first full job, just hit reply, call **<<Phone>>**, or **book a time here: <<Calendar Link>>**.

Cheers,
<<Your Name>>
<<Title>>, <<Business Name>>
📞 <<Phone>> • 📧 <<Email>> • 🌐 <<Website>>
<<Address>>

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[Facebook] • [Instagram] • [YouTube]

EXISTING CUSTOMER EMAIL | 03

Focus: Helpful tips for your first order
Subject: Need a hand with your first order? (quick tips inside)

Hi <<First Name>>,

Now that you've had a chance to log in and see real-world pricing, the next step is getting that **first full job** submitted. If you've already sent one through—awesome. If not, here are a few quick tips that make first orders smooth and fast.

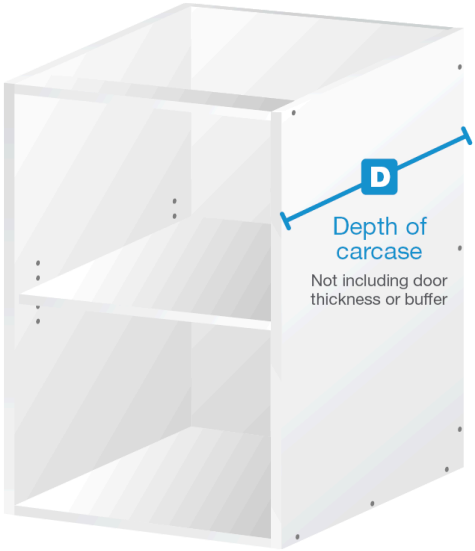
🛠️ Quick Tips for Getting Started

Here are a few helpful reminders when placing your first order:

1. Create a Job & Add a Room
Treat each space as a separate room (e.g. kitchen, laundry). Room settings (like colours and hardware) carry across all cabinets added to that space.

2. Cabinet Depth = Carcase Only
When entering cabinet depth, make sure you don't include the door thickness. For end panels, use: carcase depth + door thickness + 1.5mm.

[image link]



📽️ Helpful Videos

We've got a short list of how-to videos to guide you through each step:

Example:

Helpful Videos

We've got a short list of how-to videos to guide you through each step:

More Videos

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

Prefer a 5-minute walkthrough?

Hit reply, call **<<Phone Number>>**, or **book a time here: <<Calendar Link>>**.
If you want, we can be on standby while you price and submit your first job.

Thanks again for working with <<Business Name>>—can't wait to see your first project come through.

Cheers,
<<Your Name>>
<<Title>>, <<Business Name>>
🌐 <<Website>> • 📞 <<Phone>> • 📧 <<Email>>

Trade quality. Fully customisable. Flat pack made simple.
[Instagram] • [Facebook] • [YouTube]

EXISTING CUSTOMER EMAIL | 04

Focus: Overcoming Common Bottlenecks

Subject: Stuck on something? Here's help with the tricky bits

Hi <<First Name>>,

We know that first (or first few) portal orders can raise questions—this cheat-sheet tackles the most common speed bumps so you can move faster with confidence.

Room Defaults: set once, fly through builds

Room Defaults let you pre-fill hinges, drawer types, colours and carcase material—saving time and preventing double-handling.

- Set them when creating a room (or tweak anytime in **Room Settings**).
- Top tip: Not every field is mandatory—skip what doesn't apply.

Popular hardware our trade partners use

- **Blum Soft-Close Hinges** – smooth, quiet, reliable
- **Blum Antaro Drawers** – premium soft-close option
- **Blum Metabox** – durable, budget-friendly alternative

Quick tweaks made easy

Add a fingerpull to overhead doors
Use a negative bottom margin to extend the door. Example: **–100 mm** extends the door by 100 mm for an integrated pull.

Adjust drawer face heights
Switch faces to **Fixed Height** to customise each front. The system will auto-match runners to your new sizing.

⭐ Save time with Favourites

Star your most-used cabinets and components. Click the **flag/star** icon on any product, then access everything later via **Favourites**.

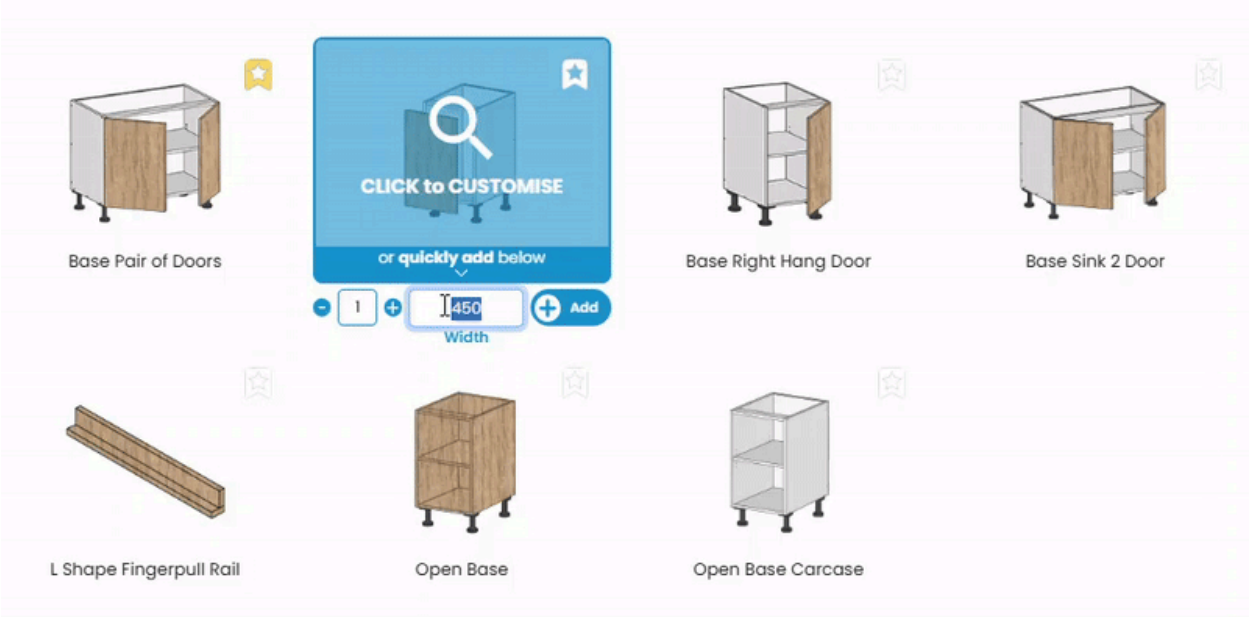
Quality materials. Trade results.

We only stock moisture-resistant, trade-grade boards and proven hardware—no thin board, no off-spec parts. That's how finished jobs avoid chipping, sagging or water soak, and why drawers and doors feel solid straight away. Your clients will notice the difference.

Quick Tip on Pricing

If you're trying to get a true idea of cost, make sure you quote an entire project, not just a single cabinet. This helps distribute fixed costs across the entire order, effectively lowering the perceived cost per unit.

To facilitate this process, utilise our quick-add function. This allows you to quickly add products to an order, providing a rough instant quote, simplifying the process of expanding your order and absorbing fixed costs more effectively.



This initial estimate can then be refined and finalised after receiving customer approval, ensuring precision and client satisfaction.

📽️ Watch & Learn

Need a visual guide? These short tutorials can help:

Other videos you can use/include are below.

ACCESS AND DOWNLOAD TUTORIAL VIDEOS

THUMBNAILS FOR VIDEOS KEPT HERE

We suggest uploading the videos to your own youtube channel/website before sharing.

Example

▶️ Watch & Learn

Need a visual guide? These short tutorials can help:

More Videos

We can't wait to see your next job take shape!

💬 Need a hand? Just call us

Stuck on product selection, room setup or last-minute tweaks? Give us a buzz—we're happy to walk you through it in real time.
📞 <<Phone Number>>
📧 <<Support Email>>
🌐 [Visit Website]

Thanks again for choosing <<Business Name>>—can't wait to see your next job take shape!

— The <<Business Name>> Team
Trade quality. Fully customisable. Flat pack made simple.
[Instagram] • [Facebook] • [YouTube]

Need non-branded versions? Reply and we'll send you download links (you can upload to your own YouTube/website).

PHONE AND FOLLOW UP SCRIPTS

Optional calls that support email automation and help manufacturers understand the real reason a customer has not submitted a job.

01 Welcome call. Confirm customer type, project scope, timing and the next action.
02 Seven-day follow up. Check progress, remove one obstacle and agree the next step.

Adapt the questions for trade or DIY customers as appropriate. Do not use discounts unless the manufacturer has approved the offer.

📞 FIRST CALL PROCESS — FLATPACK ENQUIRY

🎯 Call Objective

- Identify who they are: DIY, builder, or cabinet maker
- Understand their project scope and timeline
- Set a clear next step (e.g. quote, portal walkthrough, manufacturer call)

🗣️ Step 1: Quick Intro (30 seconds)

> "Hi [Name], it's [Your Name] calling from [Your Business]. I saw you signed up for an account to order some cabinets — just wanted to give you a quick welcome call and help you get started.
> Have you had a chance to jump in and start building your quote yet?"

👥 Step 2: Identify Customer Type

Ask:

- "Just to check — is this something you're doing for your own place, or are you a builder or cabinet maker?"

If unsure, prompt with:

- "What kind of cabinetry are you planning to order?"
- "Are you working with a cabinet maker, or looking for someone to make it for you?"

➤ DIY / Homeowner Response:

- "Awesome — Have you measured things up or have an idea of what you're after?"
- Follow-up: "Is this for a reno or a new build?"

➤ Builder / Cabinet Maker Response:

- “Great — the platform helps you quote jobs faster, order flatpacks online, and skip redrawing.
  Have you used the system before, or is this your first time?”

- Follow-up: “Is this for one of your own projects or quoting on behalf of a client?”

📌 Step 3: Confirm Next Step

Depending on their response, offer a logical next step:

- “Have you used the ordering system before?
- Would you like any help putting through your first quote?”
- “Do you think there’ll be any tricky or complicated parts of your order?

💬 Step 4: Engagement Questions (Pick 2–3)

Choose based on where they’re at:

- “Any materials or finishes you’re keen to use?”
- “Are you looking to do it all yourself, or just handle install/delivery?”
- “Have you ordered cabinets through anyone else before?”

🚧 Step 5: If They’ve Paused Progress

> “No dramas at all — lots of people log in early and then come back once their build or reno is at that next step. Totally normal.”

🔹 **Support Offer:**

> “If you hit any bumps or want a hand getting the first quote sorted, just give us a call. We can walk you through it in real time — makes it a lot easier.”

📞 Step 6: Ending the Call

If they’re still early stage or parked:

> “All good — I’ll leave it with you for now. I’ll flick you a quick follow-up email with contact details just in case you need them.”

If they’re active and quoting:

> “Nice — well sounds like you’re nearly there. I’ll stay close to your file and give you a buzz next week in case there’s anything you want to run past me.”

📞 7-DAY FOLLOW-UP CALL – FLATPACK ENQUIRY

🎯 Call Goal

✔️ Check in after email sequence
✔️ Remove any remaining blockers
✔️ Encourage submission of first order (with optional discount)
✔️ Offer personalised help

🗣️ CALL SCRIPT

1. Friendly Re-Intro (30 sec)
"Hi [Name], it's [Your Name] from [Your Business] — just following up after the emails we sent through last week. I wanted to check in and see if there's anything I can help with as you finalise your first quote."

2. Acknowledge Where They're At
"I know starting with a new system can be a bit to take in — have you had a chance to log in and start your project yet?"

Based on their response:
➡️ If **Yes, but stalled**:
"Nice, you're nearly there. Is there something holding things up — happy to jump in and walk through anything tricky like setting up room defaults or editing products?"

➡️ If **No, haven't started**:
"No worries at all — heaps of people sign up and come back once their project's ready. I can resend you the quick start video or even help build out your first quote together if you like."

3. Offer Support
"I can also send through a reminder on how to set up your room specs — things like hinge types, drawers, and materials. Once those are saved, everything moves quicker."

Optional:
"If it helps as a thank you for signing up, we're offering 10% off your first job — just use the code 10OFFFIRST when you're ready to submit."

4. Confirm the Next Step
"Would you like me to send over the login link again, or are you happy to keep exploring for now?"

Wrap up with:
"If anything comes up — even if it's small — just call or reply to the emails anytime. We're here to help make quoting and ordering as easy as possible."

VISUALS, LINKS AND SUPPORTING RESOURCES

Useful references for making the automated emails more helpful and credible.

01 Image, Video & FAQ Library. Images, instructional videos, examples and FAQs to support the automated emails.
02 Email Design Example. Sample branded email layout to help with presentation.
03 Legacy Mailchimp Templates. Existing Mailchimp design links kept for reference; the approved Brevo email copy is in Section 01.

Before sending, check usage permission, image clarity, manufacturer-specific claims, URLs and mobile display. Prefer real job examples and authentic customer feedback.

RESOURCE LIBRARY

Use the linked image and video folders and examples below when building manufacturer emails. The Marketing Toolkit explains how to publish a How to Order video page on the manufacturer's own website.

Image/Graphics Library:

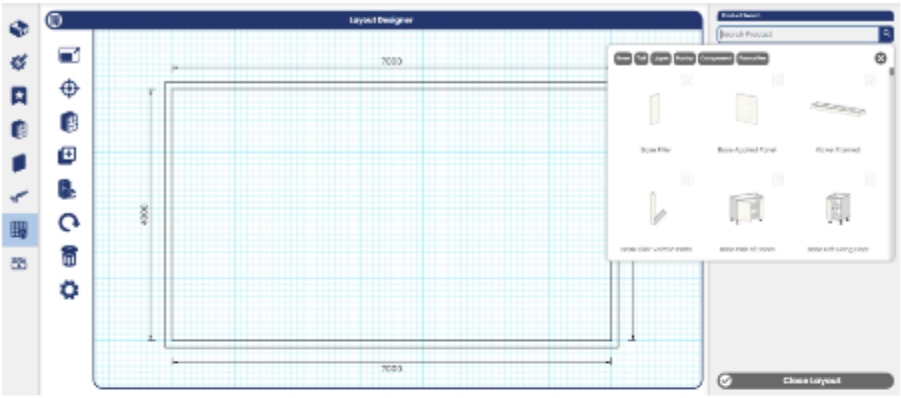
Videos Library:

Potentially a how to use us image
Example:

Reminder Instructions

Need a refresher?

Use our layout room to help guide you through finishing your project



Once you've added your products - you can customise and edit your products, specifically your project to find in your space.

Customise through all **Specs, Measurements, Materials, Doors/Drawers and Shelves** on you selected products. You can add variation requests if you require a special alternative to a particular product too!

Include Testimonials

Let’s hear from Ben

Ben is one of our Melton based Cabinet Makers. He talks about his use of the Smart Cut system.

FAQ section

Question & Answer

What is your current turnaround time from placing an order.

The turnaround time for jobs without painted or vinyl doors/panels are about 3 weeks. The turnaround time for jobs with painted or vinyl doors/panels are 3 to 4 weeks. Please note that these lead times do vary depending on our workload.

Is hardware included with the cabinets?

If you selected "Supply Hardware" for your job, then all hardware to assemble the cabinet and fix doors and drawers will be supplied. If you selected "Drill PanelsOnly" for your job, then no hardware will be supplied, but the panels will be pre-drilled for easy installation of the hardware.

Do you provide profile (shaker/hamtpons style) doors?

Yes, we provide profile doors in painted and vinyl finishes.

Is wall fixings included with my order?

No, due to the various types of substrates to which cabinets can be fixed, we can not provide wall fixings that will be suitable for all scenarios.

Is panels and kick boards included automatically with the cabinets?

No, panels and kick boards needs to be ordered separately and can be found under "Component."

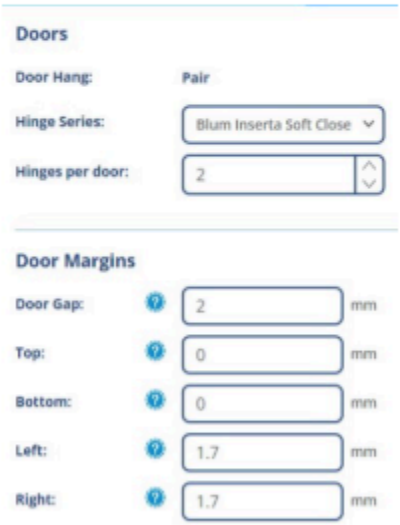
Can I select to have the cabinets I've ordered assembled?

Yes, you can. If you would like to order your cabinets already assembled, select the Product Supply method as "Assembled." You can do this under your customer global settings, for a specific job or for a specific cabinet.

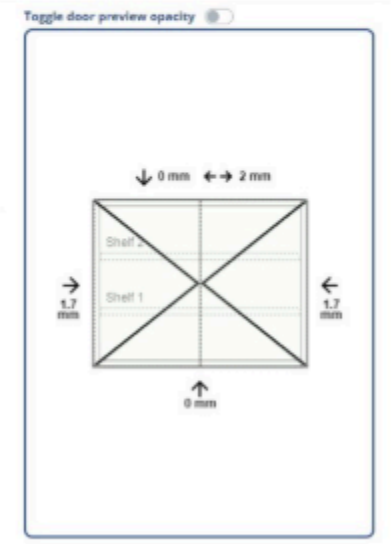
Emails with Clarity around steps

Edit a Product | The Doors Tab

After choosing an upper cabinet and setting your cabinet sizes, materials etc. click **"Doors"**

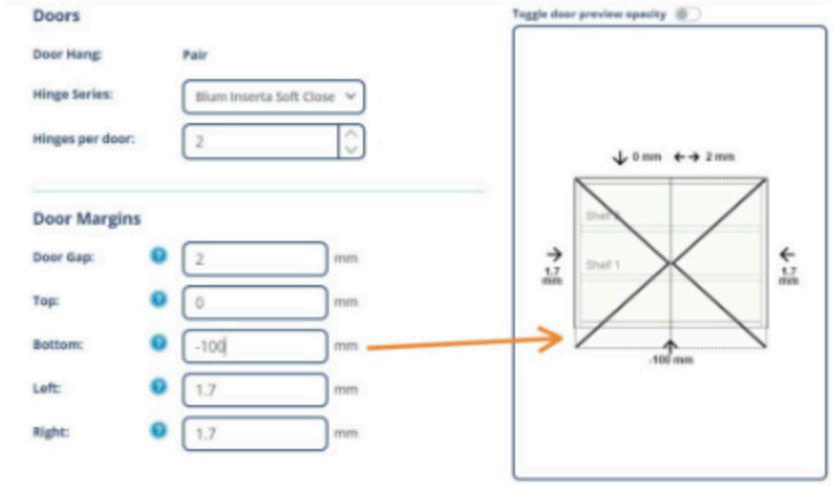


You can change any door margins via the fields on the left.



The preview on the right will update to guide any adjustments.

Changing the Margin



To make the cabinet doors longer, adjust the 'Bottom' margin field.
For illustrative purposes, we've set the "Bottom" margin to −100 mm

HINT:
A negative margin will **increase** the size of the door (e.g. −100 entered on the **Bottom** margin will make the door 100mm larger down from the bottom of the door.)

A positive margin will **reduce** the size of the door (e.g. 50 entered on the **Bottom** margin will make the door 50mm smaller up from the bottom of the door)

Create Your Overhang

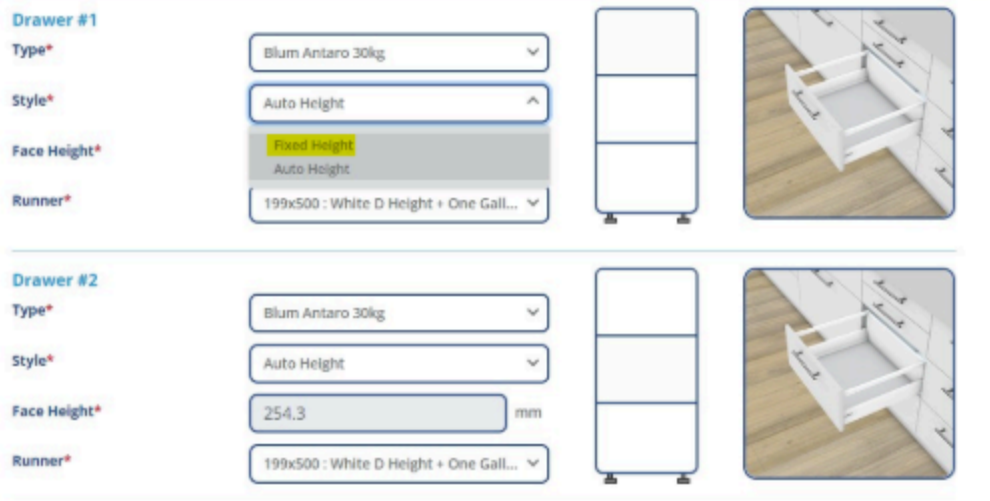
Enter in your desired overhang, and the product will update accordingly.

Hit **Save Product** when you're ready to add the product to your cart.

Changing Heights

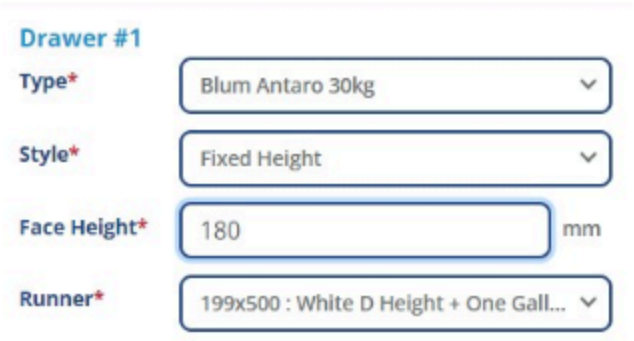
By default, the cabinet will have all drawers spaced evenly according to the total cabinet height.

To change the top drawer **"Drawer 1"** to a smaller height drawer, click in the **Style** section dropdown box, and adjust the selection to **Fixed Height.**



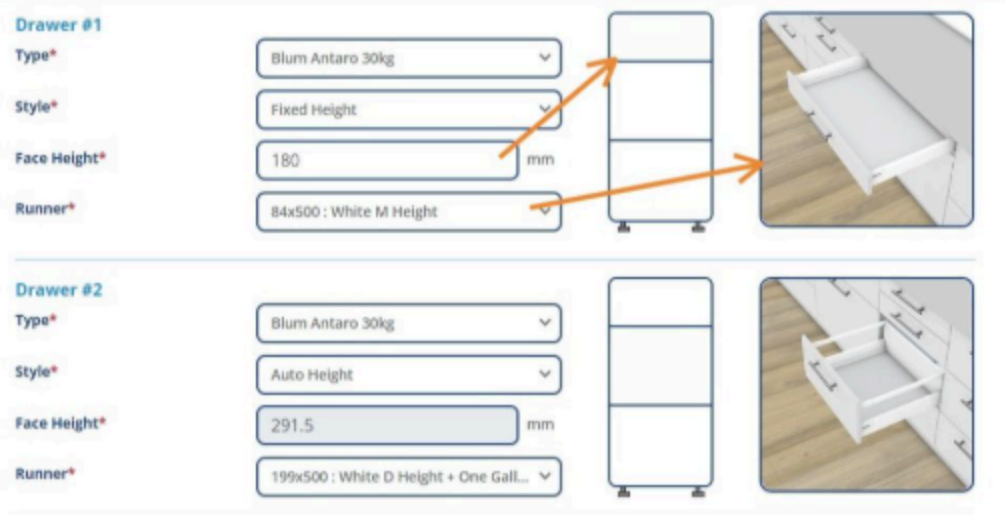
The **Face Height** field will then become active, and allow you to set the exact height you want your drawer face to be.

The top drawer has had the fixed height adjusted to **180mm** in this example.



Realtime Changes

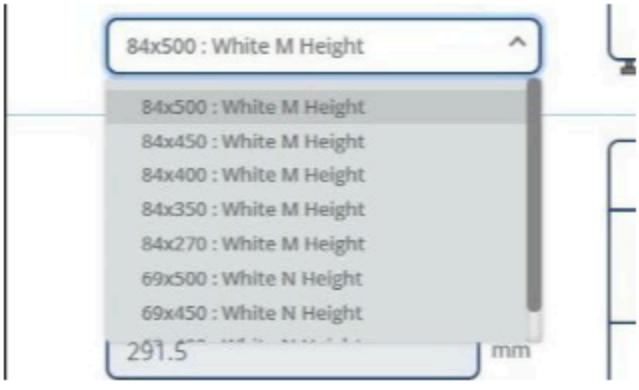
The change in face height might mean the previously selected drawer runner is no longer suitable. The system will automatically update to use the best match for your specifications.



You will see changes in:
- Drawer face sizing preview, as well as
- Drawer runner preview image

Final Adjustments

To choose a different drawer runner option, click in the dropdown box to see all permitted drawers that can fit.



Once you're done, simply hit **Save Product.**

EMAIL DESIGN EXAMPLE

Visual layout reference only. Replace sample branding, links, photographs and unsupported claims before using any design in Brevo.

YOUR LOGO HERE

Welcome to *|LIST:COMPANY|*!

Thanks for choosing *|LIST:COMPANY|* as your local cabinetry manufacturing partner.

Whether you're quoting your first project or just getting a feel for the platform, we're here to make it easy.

✅ Quick Start Guide

We've pulled together a few short videos to help you hit the ground running. These cover everything from creating a job to navigating tools, settings, and materials.

More Videos

🔐 Your Account Details

You should have received your login credentials in a separate email.
If not, check your spam folder or reset your password below.

Reset Password Log In Here

Quick Tip About Pricing

For an accurate pricing estimate, it's crucial to quote a complete project rather than an individual cabinet.

Quoting only one or two units may result in a higher apparent cost per cabinet.

That's because setup and processing costs are spread across the whole job, so your cost per cabinet drops as the project size increases.

To get a proper sense of what things will cost, always run a complete project through the system.

🛠️ Hardware and Materials

The most common issues with flatpack failures come down to one thing: cheap parts. Boards that chip, sag, or soak up water. Hinges that go loose.
We deliver better results than our competitors because we don't cut corners — we only stock premium, trade-tested materials designed to last.

Our platform ensures you access a wide selection of trusted and reliable hardware and materials.

Here are some of the **most popular options** frequently chosen by our users:

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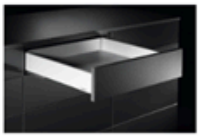
Drawers

Blum Antaro -
Sturdy, soft close

Tekform Slimline –
Slim profile, budget-friendly



Hinges

Blum Inserta Soft Close –
Smooth, silent

Titus T-Type –
Reliable and cost-effective

Board Colours

Formica Snowdrift

Polytec Polar White

Shop Materials, White Carcase
White Carcase is Industry Standard Particle Board used for Cabinet Internals.

Neutrals

Polytec Natural Oak

Polytec Black

📞 Still Need a Hand?

If you'd like a quick walkthrough, or just want to chat through your first project, we're more than happy to help.

Request Assistance

Looking forward to seeing your first job come together!

LEGACY MAILCHIMP TEMPLATES

These are optional design references from the earlier email library. For the proposed 11-email Brevo sequence, use the approved draft copy in Section 01 instead.

List of Mailchimp Templates

Welcome Email 1a

1st Order Tips

Bottlenecks

Why we are better

More Help, More Orders

Finishing Order