

Hi _____[Customer],

[Explain the value-add] Our most-requested *[add-on, feature, product expansion]* is _____ . And we're thrilled to announce that _____ *[new product expansion/feature]* will be launching next month. *[Ideally in advance of price increase]*.

[Give notice] I wanted to let you know that there will be a _____% increase in price of _____*[product or service]*, effective *[date, ideally 90 days out]*.

This increase ensures we can continue to provide the very best products and services for our customers. This means better turn-around times, more availability, and more focus on your business. *[or: Faster shipping, better customer service and more new exciting offers to come!]*

[Insert appreciation of loyalty] Because you are one of our most valued customers, we would like to offer you an additional month at the current rate but with the added value of one of our strategy sessions. *[Or: with a sneak peek of the new feature/product_____]*.

As always, we are committed to providing quality _____ *[products and service]* to you and appreciate your business and continued support. Feel free to get in touch anytime at _____ *[email or social media messaging account]*

Sincerely,

_____*[Name]*