

OPEN HOUSE EMAIL SERIES

Email 1:

Send: 10-14 days before event

Subject line options:

- You're invited ✨ Something special is coming to our studio

Preview text:

An in-studio experience you won't want to miss 🌟

Body Copy:

We're so excited to finally share this...

We're hosting a **special Open House event** at our studio - and you're officially invited 📧

This will be a relaxed, educational, and fun way to:

- ✨ Learn about advanced skin & hair treatments
- ✨ See a live demo
- ✨ Ask questions in a no-pressure setting
- ✨ Enjoy event-only perks and pricing

📍 Location: [Studio Name]

17 📅 Date: [Date]

🕒 Time: [Time]

Spots will be limited so we can keep the experience personal.

👉 **Save your spot below**

[Reserve My Spot Button]

We can't wait to welcome you in 💖

Kind regards,

[Your name]

Email 2:

Send: 5-7 days before

Subject line options:

- Ever wondered how real skin & hair results happen?
- Why our clients are obsessed with this treatment...

Preview text:

We're showing it live at our Open House 📺

Body Copy:

If you've ever wondered *what actually works* when it comes to improving skin or hair - this event is for you.

At our upcoming **Open House**, we'll be sharing:

- ✓ How modern skin & hair treatments work
- ✓ What makes results last (and not fade)
- ✓ Who these treatments are best for
- ✓ What a real session looks like - live and in person

No pressure. No sales pitch. Just education and transparency.

17 📅 [Event Date]

📍 [Studio Name]

👉 **Join us for the experience**

[Reserve My Spot Button]

Kind regards,

[Your name]

Email 3:

Send: 2-3 days before

Subject line options:

- Open House perks you'll only get THIS day
- This is more than an open house...

Preview text:


Event-only bonuses + real results ✨


Body Copy:


Here's what makes our Open House extra special 🙌

- ✨ Live demo you can see up close
- ✨ Event-only packages & bonuses
- ✨ Complimentary consultations
- ✨ A relaxed, welcoming environment
- ✨ Limited spots so we can give everyone attention

Many of our clients first discovered their favorite treatments at events like this - and we can't wait to show you why.

 [Event Date]

 [Time]

 [Studio Name]

👉 **Last chance to reserve your spot**

[Reserve My Spot Button]

Kind regards,

[Your name]

Email 4:

Send: Morning of event

Subject line options:

- Today's the day ✨
- Your Open House is today 💕

Preview text:


We can't wait to see you!

Body Copy:

Today's the day! 🎉

We're so excited to welcome you to our **Open House** at [Studio Name].

 [Address]

 [Time]

Come ready to:

- ✨ Learn
- ✨ Ask questions
- ✨ See real treatments
- ✨ Enjoy exclusive event perks

If you haven't reserved your spot yet, there may still be room!

👉 **Join us today**

[Reserve My Spot Button]

See you soon 🙌

Kind regards,

[Your name]