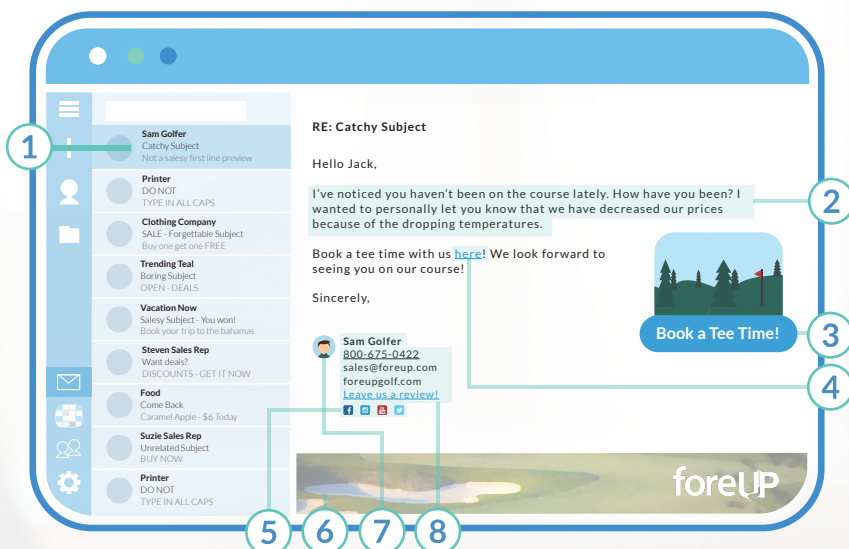


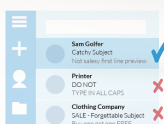
The Essential Email Elements Checklist



Emailing remains the best way to encourage repeat business, so your player database is a wealth of opportunity. How can you make the most of every message you send? Consider this your email-elements checklist for making sure every message you send helps to build relationships and drive business at the same time.

1 Subject & Preview Text

In a world so overwhelmed with email, it's important to make your subject line & preview text short, memorable, and as not "salesy" (DISCOUNT, Free, etc.) as possible.



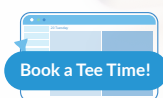
2 Conversational Text

Golf is what it is because of the relationships you build. Don't forget to think of who you are writing to every time you craft a message.



3 Call to Action

Pictures & pretty words alone won't make your emails effective. Know what you want them to do, and ask them to do it!



4 Online Booking Link

In every single email, be sure to add a link to your website where they can book a tee time.

We look forward to seeing you at our course!
Book another tee time with us [here!](#)

5 Social Media Link Buttons

Add social icons and link them to your social pages, which are excellent (free!) engagement tools at your fingertips.



6 Pictures

What are you trying to get readers to do? For occupancy, show off the course. For sales, show off the merch. For events, show the previous year's success.



7 Your Name (and maybe your picture)

The best way to encourage repeat play is by building relationships, so make sure your guests know emails are coming from YOU.



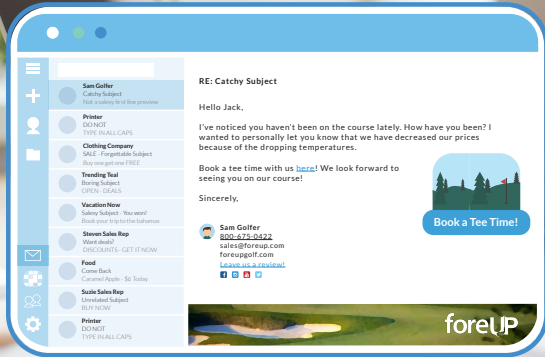
8 Footer

In the footer, include:

- 1 Course contact info
- 1 Clickable phone number
- 1 Your website link
- 1 Link to leave a review

Sam Golfer
800-675-0422
sales@foreup.com
foreupgolf.com
[Leave us a review!](#)





[Redacted]

Sam Golfer
Catchy Subject
Not a salesy first line preview

Printer
DO NOT
TYPE IN ALL CAPS

Clothing Company
SALE - Forgettable Subject
Buy one get one FREE

Trending Teal
Boring Subject
OPEN - DEALS

Vacation Now
Salesy Subject - You won't
Book your trip to the Bahamas

Steven Sales Rep
Want deals?
DISCOUNTS - GET IT NOW

Food
Come Back
Caramel Apple - \$6 Today

Suzie Sales Rep
Unrelated Subject
BUY NOW

Printer
DO NOT
TYPE IN ALL CAPS

RE: Catchy Subject

Hello Jack,

I've noticed you haven't been on the course lately. How have you been? I wanted to personally let you know that we have decreased our prices because of the dropping temperatures.

Book a tee time with us [here!](#) We look forward to seeing you on our course!

Sincerely,



Sam Golfer
[800-675-0422](tel:800-675-0422)
sales@foreup.com
foreupgolf.com
[Leave us a review!](#)
[f](#) [d](#) [r](#) [t](#)



Book a Tee Time!

