



Sample Emails

We have included three additional sample prospecting emails to inspire you!

Subject: Want an easy way to engage your meeting attendees?

Hi (name);

I know you are likely busy and more than a little stressed. I am writing to offer some help - and a little fun.

My hotel specializes in coloring outside of the lines for our clients. We try to anticipate what they might need even before they think of it. So to that end, I have included a great article that includes 18 of the best icebreaker questions for any meeting you have coming up. These are sure fire ways to kick off any session in a lively, fun way.

And when you are ready to plan your next meeting in person, imagine how much my hotel will be able to do to help you deliver an event that is both safe AND amazing.

<https://medium.com/@speakizi/quality-over-quantity-the-top-18-icebreaker-questions-for-any-group-31475de196ab>

Thank you,

Your Name

Your Name

This is a relationship building prospecting email. You are providing value and your only all to action is to get them to click on that link. You are positioning yourself and your property as unusual, helpful and a partner.

Adding articles or quizzes is a great way to add value to your prospecting emails.

Subject: See Why Local Planners Choose Our Hotel First

Hi (name);

To make sure there are no questions left about our hotel, let me give you a few more details about why we are such a popular choice for meetings.

"I was nervous about having a meeting during this pandemic but this hotel took care of everything. They were really prepared to keep my attendees safe, socially distanced - and it gave me peace of mind." Jane Smith, HR Director, X Company

"From the touchfree check in process to the physically distanced meeting rooms, this hotel has thought of everything - highly recommend!"
John Martin, Operation Analyst, X Company

We help our clients have peace of mind and we can help you too.

I'd like to set up a 10 minute call if you feel it would be a good use of your time. Would Thursday at 10am work for you? If not, please suggest a better time.

Thank you,

Your Name

Your Name

This is a social proof email all around. Others like us, you will too. The Call to Action is a little bit more active - May I have 10 minutes? Not - May I have a meeting - too vague and scary, you may want an hour! Just 10 minutes seems easier.

Subject: Not the Right Time

Hi (name);

I see you don't seem to be interested in learning about holding events at our hotel. I understand it might not be the right time and I don't want to fill up your inbox unnecessarily.

Can I ask you to let me know when you think it might be the right time to talk about meetings again?

If you have just been too busy to respond but would like to talk now, you can always reach me via email or by calling XXX and I will be happy to work with you.

Thank you,

Your Name

Your Name

This is generally the last email I send - usually the 3rd or 4th. I acknowledge this might not be the right time and ask when a good time might be to reconnect. And then, I take them off of my list for at least several months.