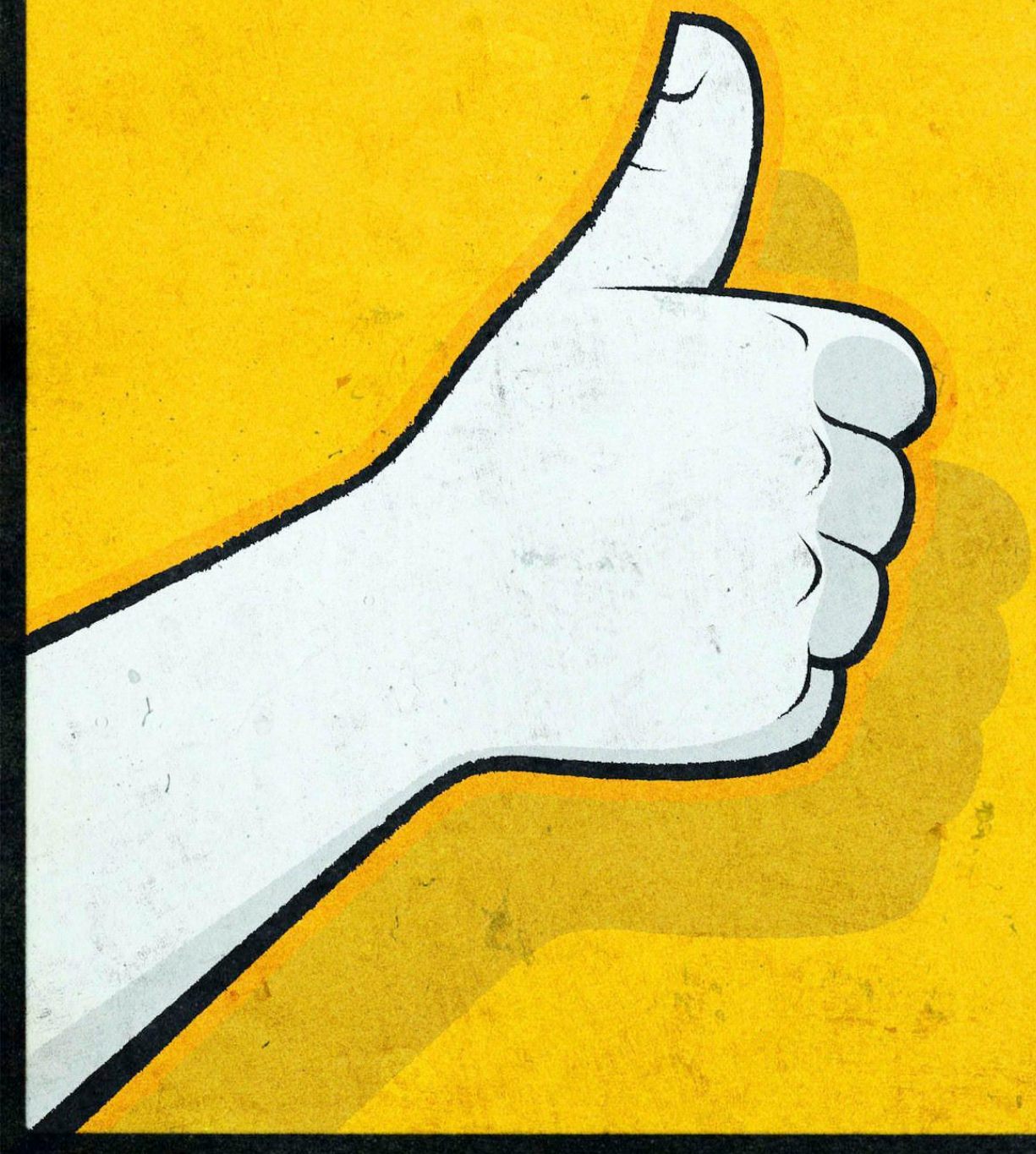
GOOD (CRISIS) EMAILS



14 (More) Crisis Email Examples

Want to know how other businesses are communicating with their customers during this difficult time? Here are 14 more real examples of emails being sent to customers and prospects, and tips on how you can imitate them.

Close

IN PARTNERSHIP WITH Predictable Revenue

WordStream
Online Advertising Made Easy

Hi (NAME),

Thanks for your time today. I completely understand that the current pandemic is challenging for everyone, and you are uncertain how it will affect your business moving forward.

While I'd like to leave it to medical experts and professionals to advise on how to respond in your everyday life, WordStream will continue to support SMBs in our area of expertise. As the coronavirus has already made an impact on the online world too, we are your "digital marketing doctors" through these troubling times.

Here's 6 tips from me you can consider with your Google and Facebook Ads campaigns:

- DO NOT reference coronavirus or COVID-19 in your ad copy. You will have ads disapproved/your account suspended as Google and Facebook is trying to avoid the spread of misinformation. I know you wouldn't try anything malicious obviously, but I want to make sure you know about the policy.
- Keep an eye on any significant increase/decrease in your Cost Per Click, cost per impression, and Search Terms recently. Every business and industry is affected differently, and I can diagnose this for you if you aren't sure where to find this information in your Google/Bing/Facebook/Instagram Ad Accounts.
- Consider allocating more budget to Branded Terms. While paid advertising is a great way to swipe business from industry keywords and competitor searches, it may be a good idea to focus on easy wins for the time being.
- Consider setting Negative Keywords such as "who, what, where, when, and how." With so many people out of work and searching for answers about the virus, a lot of people will turn to Google. You don't need to pay for clicks from people that just want information unrelated to your business. We are also recommending our clients add negative keywords like "advisory, ban, cancelled, closing, corona, emergency, epidemic, illness, is it safe, pandemic, quarantine, restrictions, shut down, stock, suspend, trump, and virus."
- If you have a gift card offer, consider advertising your gift cards for future business. Many consumers aim to support their favorite brands during these troubled times with gift cards and donations.
- If you are seeing a decline in search traffic, Social Media Ads can be a good way to bridge that gap. Folks are likely to spend more time on Facebook, YouTube, Twitter, LinkedIn, Instagram, and Pinterest while they are practicing social distancing. We have noticed a steep increase in clicks and impressions and a decrease in costs for our clients advertising on Facebook in the last few weeks!

For more information, check out our recent content:
The CARES Act Paycheck Protection Program: What You Need to Know
Webinar Recording: Managing and Marketing Your Business During COVID-19
How COVID-19 Is Shaping Google Search Trends and Patterns
How COVID-19 Has Impacted Google Ads Results for 21 Industries
6 Strategies for Facebook and Instagram Advertising During the COVID-19 Pandemic
How the Coronavirus Pandemic Is Affecting Small Businesses and Marketers
4 Major Trends Caused by COVID-19 and How to Respond
Marketing During COVID-19: 4 Essential Copywriting Guidelines

Many business owners and marketers I spoke to recently mentioned they are using this time and gaps in their schedules to catch up on reading/research.

These are 100% Free Resources you can leverage:

- Google Tips & Tricks to Navigate COVID-19- These are great tips to help small businesses manage through the crisis.
- Facebook Resources Hub- There's information here to help you build resiliency for your business through the crisis.
- eMarketer Guide on the Pandemic- This article explains which verticals are heavily affected.
- Impact of COVID-19 on E-Commerce- Here's a few different categories that changed rapidly in the last few months.

- PPC University – Learn PPC for free at your pace with WordStream's expertise & digestible guides.
- Growth Academy – Interactive, on-demand, guided lessons on all things PPC from the basics to the advanced practices.
- Kyle's Account Structure 101 – Just as you need a solid foundation & infrastructure when building a house, the same rings true for PPC!
- Performance Grader – If you're currently running campaigns, why not generate a "report card" for your efforts.

WordStream is here to help any way that we can. In the coming weeks you can expect:

- We will continue to put out content related to how the pandemic is changing the PPC and paid social ads landscape. We are leveraging our clients' data and our partnerships with Google, Microsoft, and Facebook to do so. Sign Up For Our Blog to stay in the loop.
- I'm your main point of contact here, and I'm happy to take a look at your campaigns and provide tips addressing any specific challenges you are experiencing. As always, we are proud to offer completely free Account Assessments and audits.
- Our staff is fully supported with laptops, monitors, and high speed internet working remotely. WordStream's leaderships has acted quickly to ensure that we can do our part to stop the spread of the virus, while avoiding any delay in our award winning service. We are still onboarding new clients that are looking to make their ad spend more cost effective and/or are looking to gain market share.

Additionally, businesses with cashflow trouble may qualify for low interest loans from the Small Business Administration Office of Disaster Assistance. Let me know if there's any resources that you need that I haven't provided in this email, and here's the link to Justin's Schedule if you'd like to set aside time to chat.

Best Regards,
Justin Weyant | Sr. Google Ads Consultant
WordStream | (+1) 857-265-7982
Chat With Me on Drift Here

1. WordStream

Subject: Pandemic Resources

Body:

Hi (NAME),

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While I'd like to leave it to medical experts and professionals to advise on how to respond in your everyday life, WordStream will continue to support SMBs in our area of expertise. As the coronavirus has already made an impact on the online world too, we are your "digital marketing doctors" through these troubling times.

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Why it works:

With a very genuine introduction and relevant content throughout, this is an ideal email to send to prospects.

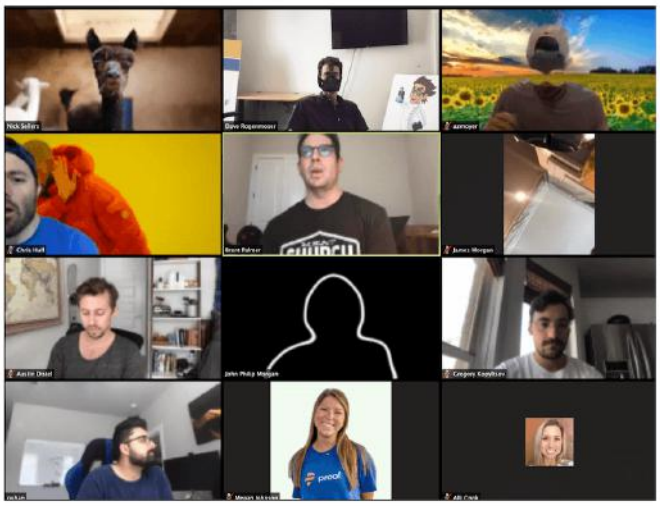
WordStream's main area of expertise is online marketing and paid advertising, and this email packs an incredible punch of valuable information for their prospects. It quickly outlines 6 tips that businesses should keep in mind for advertising during COVID-19, links to tons of additional resources, and offers relevant help to businesses who are struggling with online marketing during this time. Then, Justin takes it a step further: he offers to provide more resources if needed, and even includes his Calendly link in case prospects want to chat. If you want to reach out to prospects you've already had contact with, this is the way to do it.

How to do it:

- Provide relevant, practical help to your prospects right within your email
- Offer resources, consultations, or just a friendly chat: your prospects will appreciate your help

Hey Dave here from Proof...

And our team wants to congratulate you... because WE DID IT.



We finished another crazy week in quarantine!

There's a lot of craziness happening now, but you deserve a pat on the back for sticking in there and continuing to fight.

So take a moment to celebrate. Have a Quarantini 🍸. It's Friday.

As you gear up for next week, we wanted to share a few fun tools/ideas we came across over the last week that might help you survive and thrive.

In no particular order...

1. Krisp.ai - Magically remove background noise during calls (I've been using this and they seriously can't hear my kids screaming in the background. It's pretty sweet.)
2. Snap Camera - Crazy filters for Zoom meetings. As you can see from the screenshot above, our team is a little too into the filters...
3. Playingcards.io - Play go fish or Cards Against Humanity remotely
4. True Detective, Season 1 - This isn't exactly new, but this might be the best season of TV ever. Perfect for a quarantine.
5. Donut for Slack - Grab a remote coffee or donut.

That's it! If the Proof team can do anything to help you in this time, please let us know.

We're all in this together, and we've got your back.

Have a great weekend :)

Dave Rogenmoser
CEO of Proof

P.S. If you have come across any cool remote work tools, respond and let me know - I'd love to compile a list.

Proof Technologies, Inc.
200 East 6th Street
#310
Austin TX 78701

Update your email preferences to choose the types of emails you receive.

2. Proof

Subject: We did it Phil

Body:

Hey Dave here from Proof...

And our team wants to congratulate you... because WE DID IT.

We finished another crazy week in quarantine!

There's a lot of craziness happening now, but you deserve a pat on the back for sticking in there and continuing to fight.

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Dave Rogenmoser
CEO of Proof

P.S. If you have come across any cool remote work tools, respond and let me know – I'd love to compile a list.

Why it works:

In a world that seems like it's collapsing, it's refreshing to get a bit of levity in your inbox. That's why Proof's email newsletter works: it acknowledges the issue at hand, but doesn't take itself too seriously.

At the same time, this email adds that personal touch. The picture of their team in a Zoom meeting resonates with their audience, most of whom are also working remotely due to the current circumstances. And the resources they provide are genuinely helpful to these unexpectedly remote workers.

How to do it:

- Find a common message that resonates with your audience
- When appropriate for your business, don't take yourself too seriously
- Don't fall back on humor: make sure your email has genuine value

FRONT

Hi John,

My colleague Hugo attended your “Driving to Close” webinar first training session last night - Loved it and told me he will add your scorecard technique to his pipeline routine check!

In your webinar, he noticed you are using Outlook, and said your team has had to adapt to this new COVID-19 reality by doing more webinars (70% of your business is normally onsite). Hence, I assume that you now deal with more emails than usual.

Front helps over 6,000+ companies save tremendous time on emails so I thought someone as busy as you would find it relevant too.

When would be a good time to schedule 20 min on your calendar this week?

PS: For context, your CRO and long-term friend Chris started a trial of Front in March.

--
Josue Vital
Account Executive
Front

3. Front

Subject: Front and JBarrows

Body:

Hi John,

My colleague Hugo attended your “Driving to Close” webinar first training session last night - Loved it and told me he will add your scorecard technique to his pipeline routine check!

In your webinar, he noticed you are using Outlook, and said your team has had to adapt to this new COVID-19 reality by doing more webinars (70% of your business is normally onsite). Hence, I assume that you now deal with more emails than usual.

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When would be a good time to schedule 20 min on your calendar this week?

PS: For context, your CRO and long-term friend Chris started a trial of Front in March.

--

Josue Vital

Account Executive

Front

Why it works:

Right off the bat, this doesn’t sound like a sales email. Josue comes in with a genuine connection to his prospect, and adds enough detail about the webinar to show his colleague was actually there and enjoyed it.

Next, Josue shows that he’s done his homework and he knows his prospect’s business. That’s when he brings in the clincher: a relevant solution to a problem that John and his team are facing right now.

The close is a simple ask for a 20-minute chat. But the PS brings it home: someone this prospect knows has also started using the tool.

This is a masterful sales email that follows all the best practices and doesn't show any hint of desperation for a sale. Instead, it makes a genuine connection and offers real value to the prospect.

How to do it:

- Don't let the pandemic-induced panic distract you from doing your homework before sending a cold email
- Go the extra mile to make a real connection with your prospect, whether that's with a referral, attending their webinar, or commenting on a recent article they posted
- Show that you know their business, and prove that your product is a good fit for their current situation

jetBlue

A video message from Joanna Geraghty, President & COO. View in a web browser

jetBlue



We invite you to view this personal message from JetBlue's President and Chief Operating Officer, Joanna Geraghty. As our valued customer, we want to share with you some details about how JetBlue is caring for our customers and crewmembers in the face of the coronavirus pandemic. Please view this message for details about schedule changes and our enhanced coronavirus safety precautions.

Stay connected

Download the JetBlue mobile app

4. Jetblue

Subject: An update from JetBlue

Body:

We invite you to view this personal message from JetBlue's President and Chief Operating Officer, Joanna Geraghty. As our valued customer, we want to share with you some details about how JetBlue is caring for our customers and crewmembers in the face of the coronavirus pandemic. Please view this message for details about schedule changes and our enhanced coronavirus safety precautions.

Why it works:

This is a short, simple email without a lot of fanfare, which is perfect in a world where customers are receiving hundreds of similar emails from different companies. Since JetBlue is part of an industry that has been seriously affected by the pandemic, it's especially important for them to put out a clear message that conveys authority and security to customers.

That's why the personal touch of a video from the COO puts this email over the top.

How to do it:

- Add personal videos to your emails, especially when you need to communicate major changes or disruptions to your customers
- Follow this example to avoid unnecessarily long emails: Make your point and sign off

thefutur

Let's take it one day at a time.

Well folks, we're a few weeks into this quarantine, and we're still finding ways to adapt. We'd like to help make this adjustment a little easier for you.

Here's what we're thinking: once a week, we'd like to send you a short list of content, ideas, and assignments to keep you informed, tapped into your creativity, or inspired during this time.

Think of it as a list of recommendations of what to do put together by all of us here at The Futur. Times are tough for all of us, and we want to create a distraction that's more than, well, a distraction.

Some things you can expect to receive are thought-provoking videos, design and business-related assignments, work playlists, productivity tips, and more. There's no obligation to do everything on the list, but we highly encourage you to give these things a try.

So, what do you say? Does this sound like something you'd want in your inbox once a week?

If you're nodding your head yes, just click here to let us know. We'll get you on our list ASAP.

Let's make this time spent at home less about quarantining and more about finding ways to grow.

We'll be back next week with a few of The Futur's Finds.

Copyright © 2020 The Futur, All rights reserved.
You're receiving this email because you opted in at our website.

5. The Futur

Subject: How do you keep the momentum during the quarantine?

Body:

Let's take it one day at a time.

Well folks, we're a few weeks into this quarantine, and we're still finding ways to adapt. We'd like to help make this adjustment a little easier for you.

Here's what we're thinking: once a week, we'd like to send you a short list of content, ideas, and assignments to keep you informed, tapped into your creativity, or inspired during this time.

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Let's make this time spent at home less about quarantining and more about finding ways to grow.

We'll be back next week with a few of The Futur's Finds.

Why it works:

The Futur is a brand that helps designers improve their craft and build a business. Since their main audience includes entrepreneurs and freelancers, their audience is facing a serious downturn and may be out of work, on top of being stuck at home.

This email works because it takes into account those issues, and promises a way to productively distract this audience from the issues. Not only are they continuing to

teach design, they’re helping their audience feel motivated and productive while at home.

How to do it:

- Teach your audience something, even if that’s not your main product
- Find ways to help your audience feel productive and useful in a world where they’re likely stuck at home

L U N Y A

L U N Y A

“We’re in this together”

Hi Lunya community – we've all seen better times.

We at Lunya don’t intend to be another source of COVID-19 news - let's be real, global pandemics are not our area of expertise. What we do know is the world has thrown us a curveball and we’re now all together (while also very much apart) in this shared experience.

We’ve been thinking about how we might be able to show up for you at this time. How to be useful, to bring levity and to lean into this shared experience that has been thrust upon us. We figured being home is kind of our forte, so we would like to open the curtain and get to know each other more fully. We’ll show you some behind the scenes of the people at Lunya and how they are spending their time, and would love to connect with you on social and hear how you're doing as well (no pressure, I know you have a lot going on).

We are a company, and like every business, we are the sum of our team and our customers. I want to give a heartfelt thanks to those of you who are continuing to shop at Lunya. There are a lot of people whose livelihood depends on it and we’re so grateful for your continued support.

At a time like this we all need to laugh, share, connect, and to be together... from a distance of about 20 feet. Take care of yourselves and each other.

Best, Ashley and the Lunya Team

Visit Us | Give $20, Get $20 | @lunya

Copyright © 2020 Lunya. All rights reserved.
1032 Broadway, Santa Monica, CA 90401
Unsubscribe

6. Lunya

Subject: We're in this together

Body:

Hi Lunya community—we've all seen better times.

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At a time like this we all need to laugh, share, connect, and be together… from a distance of about 20 feet. Take care of yourselves and each other.

Best, Ashley and the Lunya Team

Why it works:

Not every company has something practical to offer to fight coronavirus or help WFH workers. Lunya, for example, sells luxury women's sleepwear: and while they acknowledge that being at home is pretty much what their brand is about, it's not a hard sell for pajamas.

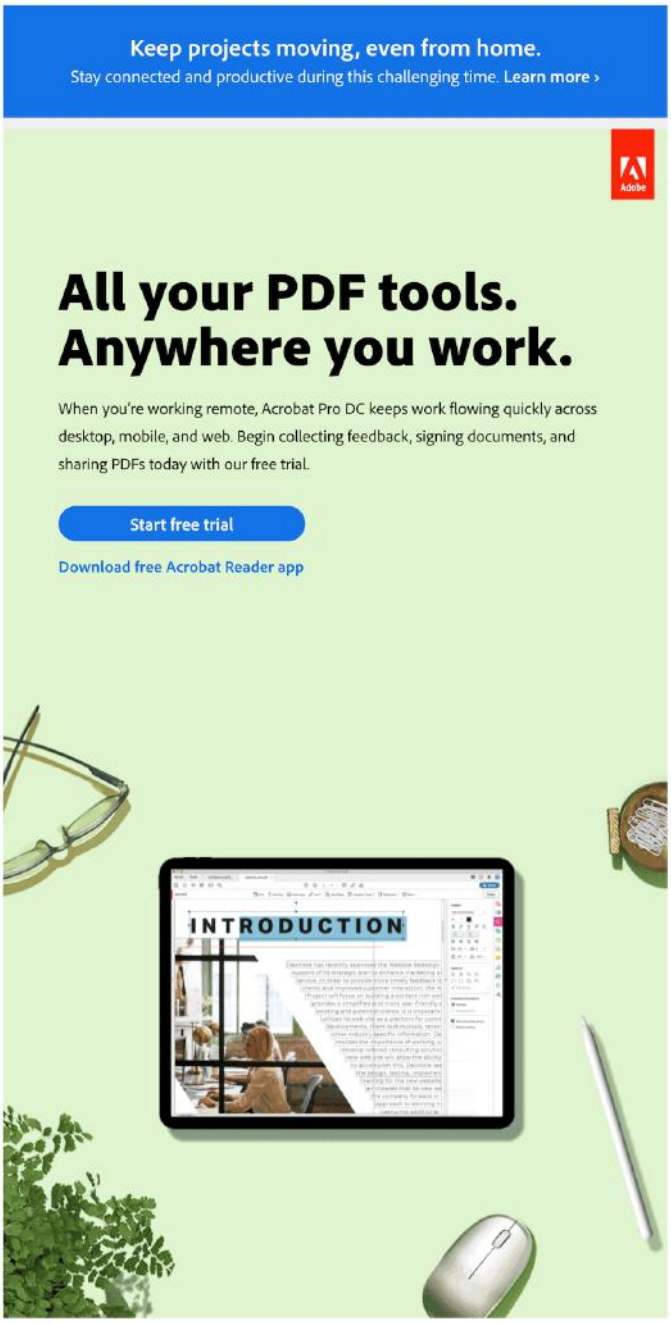
Instead, they offer a personal connection with their audience. Their team has stepped up to the plate to provide inside looks at what they're doing at home, and get to know their customers on a more personal level.

While their sales might be suffering right now, Lunya is using this email to take advantage of the downtime and build powerful relationships with their customers.

How to do it:

- If your brand can't offer practical assistance during the pandemic, offer emotional support
- Be human: use this time to form lasting bonds with your customers

Adobe



Adobe Acrobat Pro DC

7. Adobe

Subject: Virtual work. Virtually effortless

Body:

Keep projects moving, even from home.

Stay connected and productive during this challenging time.

All your PDF tools. Anywhere you work.

When you're working remote, Acrobat Pro DC keeps work flowing quickly across desktop, mobile, and web. Begin collecting feedback, signing documents, and sharing PDFs today with our free trial.

Start free trial

Why it works:

Adobe has some seriously useful features for people and businesses who are working from home right now. This is clearly a promotional email, and it doesn't mention COVID-19 at all: but it fills a relevant and urgent need for their audience.

The current situation is throwing people into a whole new type of work, and many lack the necessary tools to work remotely. This email introduces a tool that accomplishes necessary tasks for at home workers, like sharing PDFs and signing documents.

How to do it:

- If your product can provide real value to customers now, it's not wrong to send promotional emails
- Get into your customers' heads: what new, unexpected problems can you help them solve during this time?

deliveroo

deliveroo

Hi Smiles Davis,

Your safety is our priority. As the cases of COVID-19 increase we want to share details of a brand new feature we have introduced in our app to help keep everyone using our platform - riders, restaurants and customers - safe during this time.

The NHS has stated that it is very unlikely that COVID-19 can be spread through food, but we are taking additional precautions.

Contact-free delivery

Limiting contact when delivering orders will help keep everyone healthy, so from today a new feature enables you to choose 'contact-free delivery' at check-out. If you choose this, your rider will leave your food at your door rather than handing it over to you.

This is how contact-free delivery works:

1. Select the new 'contact-free delivery' feature at checkout - this message will go to your rider so they know to leave the food at your door
2. At this point you will be asked to add additional delivery instructions so your rider knows where to leave your food
3. You'll receive a notification when your rider is nearby, reminding you that you have requested contact-free delivery
4. When your rider arrives they will place your order on the ground outside your door
5. Your rider will step back at least 1 metre and wait nearby for you to collect it

Your rider will also have the ability to choose to make an order contact-free if they wish and will contact you through the app if they do.

This is a worrying time for everyone, and we want to acknowledge the incredible efforts of all our riders who are working hard at this time and who are committed to helping the communities in which they work.

We hope that this new tool provides you and our riders with greater safety during this time.

Thanks,

Team Deliveroo

8. Deliveroo

Subject: Introducing contact-free delivery

Body:

Hi Smiles Davis,

Your safety is our priority. As the cases of COVID-19 increase we want to share details of a brand new feature we have introduced in our app to help us keep everyone using our platform - riders, restaurants and customers - safe during this time.

The NHS has stated that it is very unlikely that COVID-19 can be spread through food, but we are taking additional precautions.

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We hope that this new tool provides you and our riders with greater safety during this time.

Thanks,

Team Deliveroo

Why it works:

Many businesses have had to quickly change their policies and processes to continue doing business during this time. Deliveroo's email helps allay fears and provides practical, step-by-step guidance on how to use their new contact-free delivery service.

This is a practical, straightforward email that shows their care, not only for their customers, but also for their riders and restaurants.

How to do it:

- If you need to update processes, give clear instructions for your customers
- Don't just email to say you're doing business as usual: if you don't have a serious COVID update to your business, there's no need to email at all

Close

COVID-19 is changing the way many of you sell and I wanted to personally reach out and let you know that my team and I are here for you in these difficult times.

Here are 2 ways we can help right now:

1. Access our Remote Sales Survival Guide

This is a collection of resources and advice for sales teams that suddenly have to work from home or sell to buyers whose lives have just been turned upside down. Please share it freely with your coworkers and friends for whom it could be of value.

Access the Remote Sales Survival Guide

2. Ask me about remote sales on my upcoming live Q&A session

Join my upcoming live Q&A session on remote sales where I answer your questions on making remote sales work in these difficult times.

Sign up for my live Q&A session and submit your questions

If you can't attend the session live, you will still receive a full recording to watch at your own convenience.

Do let me know if there's anything else we can do to support you and your team in these challenging times.

Stay strong,
Steli

Close
PO Box 7775
#69574
San Francisco, CA 94120-7775

You may manage your email preferences anytime.

9. Close

Subject: Remote sales struggles? We're here to help (COVID-19)

Body:

COVID-19 is changing the way many of you sell and I wanted to personally reach out and let you know that my team and I are here for you in these difficult times.

Here are 2 ways we can help right now:

1. Access our Remote Sales Survival Guide

This is a collection of resources and advice for sales teams that suddenly have to work from home or sell to buyers whose lives have just been turned upside down. Please share it freely with your coworkers and friends for whom it could be of value.

Access the Remote Sales Survival Guide

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Do let me know if there's anything else we can do to support you and your team in these challenging times.

Stay strong,

Steli

Why it works:

Sending an email from the CEO always shows an extra level of concern for customers and prospects. Also, this email outlines two clear ways that Close is helping its audience, including a live Q&A to help people get their questions answered.

This is another example of offering practical (and free) assistance during these difficult times.

How to do it:

- Think about what free, practical resources can you offer to your customers and prospects
- Send the email from your company's CEO to add that extra level of concern

GoDaddy

GoDaddy

Need help? Contact us.
Customer Number: 142119439

Dear GoDaddy Customers,

As COVID-19 continues to spread, there's nothing more important to us than the well-being of our customers and employees.

To help you keep your venture going, we've pulled together free products, resources and tools from trusted sources. You'll find videos and articles specific to your challenges — and a community of small businessowners to support you with creative solutions that are working.

You can find everything here, including Fogue Studios & Gallery's great example of adapting its business to continue to sell fine art.

Our GoDaddy Guides continue to answer the phones and chat, 24/7. No question is off-topic or too small (though there may be increased wait times since they're working from home, and you might hear kids and dogs). Call us if you need help. We're here for you.

Our services are up and running so your online business can remain open — so you can reach your customers and they can connect with you.

Lastly, please take good care of yourself and your loved ones. Stay safe. Stay healthy. Be patient and kind. There is no better time to strengthen our bonds, to stand together (digitally), to help each other through this storm, and come out the other side stronger.

Together, we will.

Aman Bhutani

Aman Bhutani
CEO, GoDaddy
#OpenWeStand

OPEN WE STAND

P.S. We appreciate your input. Tell us how we can help.

10. GoDaddy

Subject: Resources to help you stay open during COVID-19.

Body:

Dear GoDaddy Customers,

As COVID-19 continues to spread, there's nothing more important to us than the well-being of our customers and employees.

To help you keep your venture going, we've pulled together free products, resources and tools from trusted sources. You'll find videos and articles specific to your challenges — and a community of small business owners to support you with creative solutions that are working.

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Together, we will.

Aman Bhutani
CEO, GoDaddy
#OpenWeStand

Why it works:

This email from GoDaddy fills a real and current need for their customers. GoDaddy is a hosting service used by many entrepreneurs and small business owners. So, this email clearly addresses their core audience and gives them what they need.

Right now, this audience needs help and advice. They need to find creative ways to keep going despite the downturn. And although this is not the core solution that GoDaddy sells, they have created a space where their customers can go for information and advice. More than that, they've set up a community for small businesses to learn from each other and survive this crisis.

During this crisis, pushing their main product isn't going to win GoDaddy any brownie points with their audience. That's why this email works so well: it's aligned to the real needs of their customers.

How to do it:

- Figure out the current needs of your customers and prospects during this pandemic
- Find ways to provide for those needs, even if that means putting less focus on your product right now

ART of EMAILS

Subject: 1-on-1 strategy session

Hey [First name],

❶ To support you and your business during these uncertain times, I've opened up a few spots for free 1-on-1 strategy sessions.

❷ We can talk about:

- ideas to retain your existing customers
- relevant and socially sensitive content to share during this time that's relevant for your customers and business

❸ Book a 1-on-1 strategy session with me here

Signoff

11. Art of Emails

Subject: 1-on-1 strategy session

Body:

Hey [First name],

To support you and your business during these uncertain times, I've opened up a few spots for free 1-on-1 strategy sessions.

We can talk about:

- ideas to retain your existing customers
- relevant and socially sensitive content to share during this time that's relevant for your customers and business

Book a 1-on-1 strategy session with me here.

Why it works:

This email template is quick and to-the-point while opening the door to talk with prospects and get to know them better. A lot of agencies and freelancers are seriously lacking in business right now as their main audience continues to cut costs. But reaching out to do free strategy sessions can be an effective way to gain credibility, build relationships, and collect hot prospects to pitch to after the crisis is over.

How to do it:

- Send an email offering a free consultation or strategy session to prospects or companies you've dealt with in the past
- Focus on building value for them right now, and they'll remember you in the future

I don't consider myself a long-distance runner…

...but I've always been willing to go the extra mile.

Marty here:

I just wanted to stop by to share three big shifts we've made, as a company, in response to COVID-19

Not for a golf-clap or pat-on-the-back.

But simply because I think it's important for our loyal customers (and future customers) to have as much certainty as they can, in the brands they follow; especially during these uncertain times.

Now,

Safety and quality have always been our #1 priority at All-Star Nutrition.

We have gladly gone "that extra mile" to make sure we're putting the highest quality product in the hands of our customers.

From testing each individual ingredient for safety and strength in our FDA cGMP certified facility.

To processing sample batches that get tested a 2nd time before we officially process a bottle.

We even go as far as randomly selecting multiple sets of bottles from each batch to have them sent to a 3rd party lab where they get tested for...

Safety
Strength
Composition
And Purity

After it passes all testing with an A+ grade - then and only then do we ship that batch of bottles to our warehouse for fulfillment.

But times have changed.

And with it, we, as a team, feel another "mile" is required for us to take, to continue to serve our customers at the highest level.

So, we tightened our thinking-caps, put our wifi to the test, and piled into a crowded virtual conference room where we made 3 Big Shifts.

First,

It was vital for us to make sure our customers never ran out of Bio-Heal.

We worried that workers at our certified FDA cGMP facility may not be able to go into work.

So, we ordered twice as much inventory to keep our shelves stocked, just in case.

(And will continue to stay months ahead with inventory)

Second,

We wanted to make sure you could always get Bio-Heal shipped straight to your door.

Plus, we wanted to take maximum precautions with the process and handling of your orders for safety.

So, we moved our distribution to a medical-grade fulfillment center in Utah where they have some of the highest safety standards in the country.

And since they ship vital medical supplies across the globe, they are deemed a "Life-Essential" Business by the Government.

In other words, if anyone can ship a package, it's always going to be us.

Lastly,

We wanted all of our employees and their families to be taken care of during this crisis.

There's already enough stress weighing families down right now - we didn't want their livelihood adding to it.

So, we made a few adjustments and found a way to keep every employee at All-Star, employed with 100% of their salary.

Again,

I don't share this with you for any "credit" or kudo's

Besides,

If anyone deserves "credit"?

It's my team; for working so hard and pushing their mental bandwidth to the limit for our customers.

And it's you; for continuing to support All-Star Nutrition - and continuing to optimize your family's health with products like Bio-Heal in the midst of these difficult times we find ourselves in.

So,

With all that said:

From me and the entire All-Star team, Thank You.

We know the roads in life are not always smooth.

But we appreciate you riding "shotgun" with us ;-)

Best Wishes And Highest Regards,

Marty

P.S.

If you're starting to run low on Bio-Heal and want to grab another bottle

Or you want to try a bottle for the first time?

You can Visit This Page to place your order and let us know where to ship it.

12. All-Star Nutrition

Subject: We made some changes you should know about

Body:

I don't consider myself a long-distance runner…

…but I've always been willing to go the extra mile.

Marty here:

I just wanted to stop by to share three big shifts we've made, as a company, in response to COVID-19

Not for a golf-clap or pat-on-the-back.

But simply because I think it's important for our loyal customers (and future customers) to have as much certainty as they can, in the brands they follow; especially during these uncertain times.

Now,

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To processing sample batches that get tested a 2nd time before we officially process a bottle.

We even go as far as randomly selecting multiple sets of bottles from each batch to have them sent to a 3rd party lab where they get tested for…

- Safety
- Strength
- Composition
- And Purity

After it passes all testing with an A+ grade - then and only then do we ship that batch of bottles to our warehouse for fulfillment.

But times have changed.

And with it, we, as a team, feel another “mile” is required for us to take, to continue to serve our customers at the highest level.

So, we tightened our thinking-caps, put our wifi to the test, and piled into a crowded virtual conference room where we made 3 Big Shifts.

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Best Wishes And Highest Regards,

Marty

P.S.

If you're starting to run low on Bio-Heal and want to grab another bottle

Or you want to try a bottle for the first time?

You can Visit This Page to place your order and let us know where to ship it.

Why it works:

This email acknowledges that it's not the only email in your inbox talking about COVID-19 changes. It also lets the reader know that they're not just looking for a pat on the back for a job well done. As a nutrition company sending health products to their customers, it is very important for All-Star Nutrition to take certain precautions during this time, and they've done an excellent job of informing their customers of the changes they've made.

By including just the right amount of detail, All-Star Nutrition does more than just say they care about their customers' safety: they show it by action.

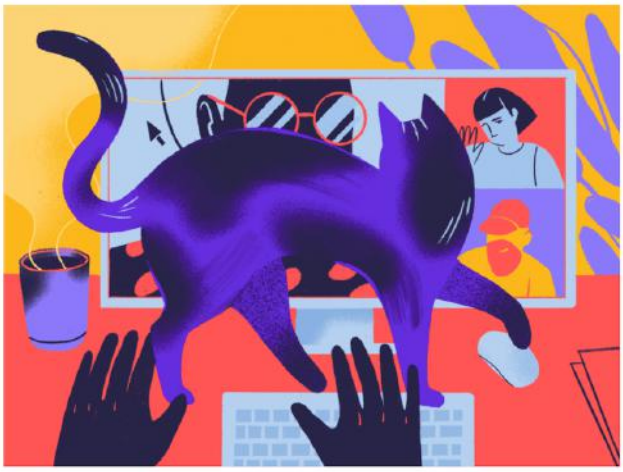
How to do it:

- Avoid sending a COVID-19 email for the sole purpose of making your brand look good
- Take steps to keep your customers happy and safe, and clearly communicate those steps

dribbble

dribbble

Getting acclimated to WFH life, questions you should be asking clients, and your go-to guide to getting hired in UX



Art by Kasia Bojanowska

With many of us working from home amidst the COVID-19 uncertainty, you may be asking yourself if remote work life is *actually* better suited to you. Dribbble's very own Head of People Ops, Chloe Oddlefeison, is a firm believer that remote work is the future. That being said, Chloe understands that this also comes with a unique set of challenges one should be prepared to overcome:

"If you're thinking about taking a full-time remote job, I believe it's important that you ask yourself a few questions to assess whether it will be an environment that you can really enjoy and work successfully in."

Chloe joined us on the Dribbble blog to share 3 questions to ask yourself if you're considering going full-time remote. These questions include:

- 💪 **Are you intrinsically motivated?**
- 🏄 **Are you highly self-disciplined?**
- 💬 **Are you an A+ communicator?**

While this may seem like a shortlist of questions, Chloe stands by her belief that productivity in a remote work environment is a skill that *can* be learned, just like any other. If you do choose to make the leap to full-time remote work, just remember to give yourself grace and self-compassion during the transition period. It may take a few weeks of adjustment, and you should be prepared to go through some trial and error to get into a routine that works well for you. So don't get discouraged! Find more WFH insights from Chloe by reading up on her full article over on the Dribbble blog. ▪

We've all been there before—creative block hits, or a miscommunication happens with your client. All of a sudden, you've found yourself in an endless cycle of revisions with a mountain of files piling up labeled *"FINAL-FINAL-FINAL5.ai."* So what went wrong? Well, you're probably not asking the right questions.

Freelance Creative Director & Designer Katie Cooper joined us on the Dribbble blog to share the top 10 questions she likes to ask clients to better align project goals and vision. Katie is a firm believer in asking the right questions and doing more of the work upfront:

"The more you put into the research and discovery phase of a project, the easier the design process becomes."

Here's a sampling of the questions Katie urges you to ask your next client during the brand discovery process:

- ✈️ **What's the 30k foot view?**
- ⏳ **Where are things in 5 years?**
- 🧠 **What problem are you solving?**
- ❤️ **Do you offer emotional benefits?**
- 🗣️ **What do customers say?**

You may have noticed that none of these questions are specific to design or visual style. But if you don't know the *why* behind your client's brand, you might as well be throwing a rock into a dark room and hope it hits the target. So remember—never assume, always listen, and ask WHY! Be sure to head on over to the Dribbble blog to view the rest of Katie's tried-and-true brand questionnaire, and apply it to your next project. ▪



If you want to get hired in UX design, you need to know exactly what design managers are looking for in their candidates. Luckily, we gathered insights from design recruiters, hiring managers, *and* UX coaches to bring you an ultimate guide to getting hired in UX design.

With their recommendations, we broke down the most important factors for UX designers to consider throughout the job search process—your 💼 **portfolio**, your 📄 **UX resume**, the 🤝 **interview** itself, and negotiating your 💰 **salary**.

Some takeaways? Ultimately, hiring managers especially want to see that you're a stellar communicator and have confidence in your expertise. Put yourself in their shoes when crafting your portfolio and resume, and remember that the interview process is where you should let your storytelling skills shine. Find more actionable advice by checking out our complete blog post and you'll be well on your way to landing your next UX job. ▪

13. Dribbble

Subject: Home is where the…work is

Body:

Getting acclimated to WFH life, questions you should be asking clients, and your go-to guide to getting hired in UX

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- 🧠 What problem are you solving?
- ❤️ Do you offer emotional benefits?
- 🗣️ What do customers say?

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Some takeaways? Ultimately, hiring managers especially want to see that you're a stellar communicator and have confidence in your expertise. Put yourself in their shoes when crafting your portfolio and resume, and remember that the interview process is where you should let your storytelling skills shine. Find more actionable advice by checking out our complete blog post and you'll be well on your way to landing your next UX job.

Why it works:

In this email, the words COVID and coronavirus do not appear. Even so, this email is tailored to the current world situation, and to the needs of Dribbble's audience.

The articles and resources provided here are specific to those who are working from home, and designers who are looking for work. That fits the current situation, and their audience's needs right now.

How to do it:

- Think about how the world has changed for your audience, and discover their current needs
- Provide relevant solutions to those needs without necessarily mentioning coronavirus

Craft&Crew

Hey there,

A quick update for you on our companies during this odd time...

Our agencies are blessed to be small businesses that are largely unaffected by everything going on in the world right now (a pre-existing virtual work model, cash in the bank, a core group of clients that are stable, and no layoffs thus far) BUT we are being extra proactive to chase new business opportunities in an effort to "stock up" in the event our situation changes in the weeks and months ahead. The pendulum shifts very quickly these days...

In this spirit, I'm wondering if you have any projects in your pipeline / current plans where you could benefit from the user experience / user interface capabilities of Craft&Crew (www.craftandcrew.ca) or for the marketing / media capabilities of our sister agency, Soshal (www.soshal.ca)?

If the answer to one or both of the questions above is "no" there won't be any hard feelings on our end. Budgets are tight for everyone, we get it.

Stay alert. Stay safe.

14. Craft & Crew

Subject: Craft&Crew vs. COVID-19

Body:

Hey there,

A quick update for you on our companies during this odd time...

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Stay alert. Stay safe.

Why it works:

People respect vulnerability, especially in times like these. While this is a direct sales pitch, it's delivered with a very human voice and complete transparency, which helps generate trust in the audience. And considering this email helped add $150,000 to Craft&Crew's pipeline in just 3 days, it's obvious this approach works.

How to do it:

- Be transparent, don't hide a sales pitch behind generic well-wishes

- Present your offering with a genuine voice, and don't use guilt or sensationalism to try and land a sale
- Don't be afraid to reach out to older prospects and past connections with this type of email: you never know what kind of response you might get

Looking for more ways to continue sending relevant emails to your prospects and customers?

Start your free 14-day trial of Close and discover how easy it is to create email templates for your team and send emails with the right context.

TRY CLOSE FREE FOR 14 DAYS →