

THE TOP THREE CLIENT-GETTING EMAILS

Copy. Tweak. Send. Get Clients.

Hi, I'm Jennifer, founder of Unity Works Agency. I help conscious entrepreneurs and purpose-driven founders build business backends that actually work — and that includes the emails that bring clients in the door.

These 3 client-getting emails are part of the exact approach we use and recommend to our clients. They're simple, human, and effective — and you can copy, tweak, and send them today.

Skip the trial and error. These are the ones that actually work.

— *Jennifer Nunez, Founder of Unity Works Agency*

WHAT'S INSIDE

Email 01

The 9-Word Email

Re-engage cold leads instantly

Email 02

The Busy Being Awesome
Email

Share results without being salesy

Email 03

The Calendar Flooding Email

Fill your schedule with booked calls

The 9-Word Email

Sometimes the simplest things work best. If you have a portion of your list that hasn't opened or engaged in a while — don't delete them. Send this first.

The 9-Word Email is a brief, personal re-engagement message that cuts through the noise and reminds your prospect you exist. It feels human, not automated. That's exactly why it works.

THE TEMPLATE

SUBJECT LINE: [USE THEIR FIRST NAME IF POSSIBLE, OR JUST "HEY"]

"Hey, are you still looking to [INSERT PROSPECT GOAL]?"

EXAMPLES — CUSTOMIZE FOR YOUR BUSINESS

"Hey, are you still looking to build your online presence?"

"Hey, are you still looking to get more aligned clients?"

"Hey, are you still looking to streamline your backend?"

"Hey, are you still looking to launch your course?"

"Hey, are you still looking to grow your business without the burnout?"

"Hey, are you still looking to build a website that actually converts?"

Don't worry if it stretches to 10 or 11 words — "The 9-Word Email" is just a catchy name. The point is to keep it short, personal, and direct. No subject line tricks. No long copy. Just one honest question.

The "I've Been Busy Serving Clients" Email

Have a great client result, testimonial, or success story to share? This email format lets you lead with proof — without it feeling like a pitch. You approach it from the angle of apologizing for being out of touch, because you've been so focused on getting results for your clients.

You really only need one good testimonial to make this work. The more you have, the stronger it lands.

SUBJECT LINE: I'M SORRY...

Hi [First Name],

I owe you an apology.

I've been so focused on delivering results for our clients that I haven't checked in with you in a while — and that's not okay.

Here's what's been happening behind the scenes at Unity Works Agency:

[CLIENT NAME] launched their new Systeme.io website and booked 3 discovery calls in the first week.

[CLIENT NAME] finally got their email automation running and woke up to 2 new inquiries — without sending a single email manually.

[CLIENT NAME] handed off their entire backend to our VA team and got back 10+ hours a week.

I've been so focused on helping our clients get results like these that I haven't made it easy for you to get the same.

That ends today.

I've opened up a few spots for free Discovery Calls this week — no pitch, no pressure. Just a real conversation about your business and what you need to move forward.

[BOOK YOUR FREE DISCOVERY CALL]

Spots are limited. Grab yours before they're gone.

— Jennifer

P.S. This call is for conscious entrepreneurs who are ready to take action. If that's you — I'd love to talk.

Swap in your own real client results. Keep them specific — numbers, timeframes, and outcomes land harder than general statements. If you don't have results to share yet, use your own story.

EMAIL 03 — FILL YOUR CALENDAR FAST

The Calendar Flooding Email

This email is perfect for prospects who have shown interest but haven't yet taken action — whether that's booking a call, signing up, or requesting a consultation. It's short, direct, and removes every barrier between them and your calendar.

Send it to anyone who downloaded your lead magnet, visited your booking page, or engaged with your content but didn't convert. It works.

SUBJECT LINE: OPEN THIS IF YOU WANT MY HELP — FOR FREE

Hi [First Name],

I noticed you haven't booked your free Discovery Call yet — and I just wanted to check in and see if there's anything I can do to help.

If you're ready to talk about building a backend for your business that actually works — a website, funnel, email system, or VA support — I've opened up a few spots this week just for you.

No catch. No pitch. Just a real conversation about where you are and what you need.

[BOOK YOUR FREE DISCOVERY CALL]

Grab one of the remaining spots before they're gone.

— *Jennifer*

P.S. This call is perfect if you want to:

- Build a business backend that runs without you micromanaging it
- Get more aligned clients without burning out
- Hand off the tech and focus on your mission
- Finally have systems that support your growth
- Work with a team that actually gets your niche

Spots fill fast. Click above to secure yours today.

Keep the subject line casual and curiosity-driven. The goal is the click — keep the email short and make the CTA impossible to miss.

Want help putting these emails *to work*?

Book your free discovery call and let's build an email system that runs while you sleep.

BOOK YOUR FREE DISCOVERY CALL

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