

# CASTRO

Digital Site



## 3-Email Templates Auto-Detailers

Copy, paste, customize, send – no fluff

# How to use these templates:

- Replace {first\_name} with your customer's name (most email tools auto-fill this)
- Replace [Link to Booking Page] with your calendar link (Calendly, Acuity, etc.)
- Add your business name and phone number at the bottom

# Template #1 (Soft Sell)

**When to send:** Immediately after someone downloads your free guide or checklist.

**Subject:** Your free guide is inside, {first\_name}

**Body:**

Hi {first\_name},

Thanks for downloading "5 Things That Ruin Your Car's Paint".

Here's your instant access: [Link to Guide PDF]

Inside you'll find:

- The #1 mistake car owners make (it's probably you)
- 3 simple fixes that cost nothing
- When to DIY vs. call a pro

Want to get that swirl-free shine sooner?

Book your detail here: [Link to Booking Page]

Talk soon,

[Your Name]

[Your Detailing Business]

# Template #2 (Deposit Request to Stop No-Shows)

**When to send:** 2 days after the first email, if they haven't booked.

**Subject:** {first\_name}, hold your spot with a small deposit

**Body:**

Hi {first\_name},

Most detailers lose weekends to no-shows. I don't.

Here's why: When you book, you leave a small deposit (just \$20-\$50). That deposit goes straight toward your final detail price – so you're not paying extra.

What the deposit does:

- Locks in your preferred time (weekends fill fast)
- Shows me you're serious – I bring all the tools needed
- Fully refundable if you cancel 24+ hours ahead – no risk

Use code GUIDE20 at checkout for an extra \$20 off the remaining balance.

[Link to Booking Page – pick a time]

Questions? Just reply.

[Your Name]

# Template #3 (Last Chance / Scarcity)

**When to send:** 7 days after the first email, before you remove a bonus or discount.

**Subject:** Closing out this offer, {first\_name}

**Body:**

Hi {first\_name},

After [Date], the GUIDE20 code expires and I'll remove the priority booking link.

If you've been waiting – this is the time.

[Link to Booking Page – last chance]

The deposit holds your spot and applies to your total. No games.

If not, you'll stay on my list for free tips. Either way, protect that paint.

[Your Name]

# Quick Setup Tips

How to turn these into an automated sequence (in [Systeme.io](https://systeme.io)):

1. Go to Emails → Campaigns → Create
2. Name it “Detailer Follow-up”
3. Add each email with delays:
  - Email #1: 0 days
  - Email #2: 2 days after Email 1
  - Email #3: 7 days after Email 1
4. Set up an automation rule:
  - Trigger: Tag added (tag = Lead\_FreeGuide)
  - Action: Subscribe to campaign “Detailer Follow-up”

**Pro tip:** Always test with your own email address before sending to real leads.