80/20 Rule

Email Templates

How to Use These Templates

Take a look at each of the templates as they're written for specific industries.

Start by spotting the 80% content and then how the 20% promotion gently flows afterwards.

Apply to your own emails and see your email results improve.

Professional Service-Based Industry

Subject: A small shift that can improve your results this month

Hi [Client/Prospect Name],

Most people in the **[industry type]** space are doing one thing that slows down results:
They focus on the outcome before they understand the structure that creates it.

Here's a simple framework we use inside **[Company Name]** that can help anyone improve their performance fast:

1. Clarify your core goal
One clear goal beats three competing ones.
What's the single result that matters most right now?

2. Map the bottleneck
Most businesses don't have "growth problems."
They have *one* sticking point creating all the drag.

3. Fix the piece that moves everything else
When you fix the right link in the chain, everything downstream gets easier.

This approach works across every part of **[industry type]** — operations, sales, client delivery, or retention.

If this insight helped, here's the part that matters:

When we apply this framework with clients, results usually shift within weeks, not months.

If you'd like help identifying your highest-leverage bottleneck,
[CTA: Book a short strategy call] and we'll walk you through it.

Talk soon,
[Your Name / Company Name]

Non-Profit Fundraising

Subject: A reminder of why your support matters today

Hi **[Supporter Name],**

There's a principle we've learned in the world of nonprofit work:
People give more when they understand *why their impact is meaningful* — not just what the organization needs.

So here's a simple insight we teach inside **[Organization Name]**:

1. Every donation has a story behind it
People don't give to numbers.
They give to transformation.

2. Supporters want to feel connected
When donors see real progress, trust deepens.

3. Small actions create real momentum
A single step often inspires the next wave of generosity.

That's why your support for **[non-profit type]** efforts means so much.
You're not just contributing — you're creating tangible forward movement.

If you'd like to deepen your impact this month, we're inviting supporters to help us reach our next milestone.

[CTA: Make a contribution or learn more here]

Thank you for being part of this mission,
[Organization Name]

eCommerce (DTC Brand)

Subject: A quick tip to get more out of your [product category]

Hey **[Customer Name],**

If you use **[Product Name]**, here's a simple lesson that we're seeing helps our customers get better results fast:

1. Use it consistently
Most results come from steady use, not one-time boosts.

2. Pair it with one supporting habit
Choose one micro-habit that helps [product name] work even better.

3. Track your results weekly
Small improvements add up faster than people expect.

We share this because customers who follow this mini-routine see the biggest changes.

And if you've been thinking about stocking up or trying something new from **[Brand Name]**, here's the part you'll want to know:

We're featuring **[Product Name]** today with a simple offer:

[CTA: Shop now]
(While supplies last.)

Here's to getting more out of every order,
— **[Brand Name]**

Health & Wellness Coaching

Subject: A simple shift that can change your progress this week

Hi **[Client/Reader Name],**

Most people in **[coaching type]** coaching hit the same roadblock:
They focus on intensity instead of consistency.

Here's a simple shift we teach inside **[Brand Name]** that makes progress feel easier:

1. Reduce the pressure
Lowering the bar actually creates more momentum.

2. Choose one anchor habit
This is the behavior that keeps the rest of your routine together.

3. Celebrate micro-wins
Small victories fuel long-term change better than big bursts of effort.

If you apply this pattern, you'll notice your progress speeding up — not because you're working harder, but because you're working *smarter*.

If you want personalized guidance, accountability, and a plan built around *your* lifestyle, we're opening spots in our next coaching cohort.

[CTA: Reserve your spot or learn more here]

You've got this,
[Coach Name / Brand Name]