



Spring EMAIL TEMPLATES

SPRING CLEANING

In the spirit of the new season, send over some short-read spring cleaning articles to follow up in a timely way:

Hi [first name / fallback: "there"],

I found this [great article](#) on decluttering and wanted to pass it along in case perhaps you were tasked with some spring cleaning like I am. (And if you're especially challenged by your closets, [check out this article](#) as a topper.)

I've been spending my recent weekends reorganizing the house, and it's finally coming together. I'm so glad that spring is nearly here!

Hope everything is going well with you. Anything new?

[your first name]

GREEN THUMB

If one of your clients has a green thumb, shoot them over an email about new gardening opportunities this spring:

Hi [first name / fallback: "there"],

Aren't you glad it's finally spring? I'm looking forward to being outside and enjoying the warmer weather.

A friend of mine recently told me about something cool that I wanted to pass along, seed libraries. Tons of libraries in each state now have seed banks in addition to books. [Here's the list](#) of all of them.

All you have to do is visit the library, and from there you can get seeds for a variety of flowers and plants, generally for free. Who knew, right?

I'm not usually that into gardening, but I'm feeling inspired by the change of season and think I'll give it a try!

Anything new with you?

[your first name]

HAPPY MOTHER'S DAY

Don't forget about your clients this Mother's Day! Show them how much you appreciate what they do for you:

Happy Mother's Day [first name / fallback: "there"]!

I hope you have a wonderful day and are doing something fun to celebrate.

Please accept this small gift certificate and treat yourself!

[INSERT GIFT CERTIFICATE FOR COFFEE, LOCAL DRY CLEANERS / SERVICE, OR SOMETHING ELSE SMALL]

I appreciate having you as a client!

-[your first name]

