

Email Templates

General important information to double-check and include.

The screenshot shows an email editor window titled "Capstone Country Club Membership Information". The recipient is "Prospective Member". The subject line is "Capstone Country Club Membership Information". The email body contains the following text:

Mr./Mrs Johnson,

I hope this email finds you well. My name is Adam Murchison, Membership Sales Director at Capstone Country Club. I appreciate your interest in membership with CCC. I wanted to follow up on the voicemail I just left in regards to membership.

I would love to connect to learn more about you and help answer any questions you may have about the club. Please feel free to contact me at your convenience to schedule a personal tour.

I look forward to hearing from you soon.

Best,

Adam
--
Adam Murchison

Call: (772) 708-0533

The editor includes a rich text toolbar with options for font style (Sans Serif), size, bold, italic, underline, text color, background color, bulleted list, numbered list, indent, outdent, quote, link, unlink, and insert link. A "Send" button is visible at the bottom left.

Introduction email

Mr./Mrs. Johnson,

I hope this email finds you well. My name is Adam Murchison, Membership Sales Director at Capstone Country Club. I appreciate your interest in membership with CCC. I wanted to follow up on the voicemail I just left in regards to membership.

I would love to connect to learn more about how I can help and answer any questions you may have about the club. Please feel free to contact me at your convenience to schedule a personal tour.

I look forward to hearing from you soon.

Best,

Follow-up email

Mr./Mrs. Johnson,

I hope you and your family had a great weekend. I am following up after our conversation on Friday to see how you and your family are feeling about becoming our newest members. As we discussed, with golf season a few weeks away, this is a perfect opportunity to become a part of our community!

Please feel free to contact me at your earliest convenience and I will be happy to help. I look forward to hearing from you as we have some great membership opportunities currently available! With golf season right around the corner, now is a great time to become our newest members!

Best,

Blast Introduction Email

Good Afternoon,

I hope this email finds you well. My name is Adam Murchison and I am the new Membership Sales Director at Capstone Country Club. I am excited to be with CCC, and be a part of the continued growth of this historic club! We have some amazing news regarding new opportunities here at the club.

- A new simulator room** with men's and women's leagues
- A robust year-round social calendar
- Our 100 year anniversary**
- A new Executive Head Chef

We are excited to offer an incredible saving opportunity to the next 5 new members! With golf season finally here, there is no better time than now to learn more about CCC membership opportunities. Please feel free to contact me at your earliest convenience to learn more about the club.

I look forward to meeting you and welcoming you as our newest members!

Best,

Blast Email

Good Afternoon,

I hope this email finds you well. With golf and pool season right around the corner, I wanted to update you on some great opportunities here at the club!

- A new simulator room with men's and women's leagues
- A robust year-round social calendar
- Our 100 year anniversary
- A new Executive Head Chef

We are excited to offer an incredible saving opportunity to the next 5 new members!

There is no better time than now to learn more about CCC membership opportunities. Please feel free to contact me at your earliest convenience to learn more about the club.

I look forward to meeting you and welcoming you as our newest members!

Make sure when sending a blast email, you Bcc (blind carbon copy) so that individuals can't see everyone else contact information.

Capstone Country Club Best Opportunity Yet

To

Cc Bcc

Capstone Country Club Best Opportunity Yet

Good Afternoon,

I hope this email finds you well. My name is Adam Murchison and I am the new Membership Sales Director at Capstone Country Club. I am excited to be with CCC, and be a part of the continued growth of this historic club! We have some amazing news regarding new opportunities here at the club.

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Send

“Can you send me pricing information/ membership information”

Hi,

Thank you for your email and interest in learning more about our club and membership information. I am more than happy to help see if Capstone Country Club is a great fit for you!

A great next step is for us to schedule a 5-10 minute phone call to connect so I can learn more about your needs and provide you with some club information. Are you available this week?

Thank you and I look forward to connecting soon!

Best,

Long term cold close out email/final play gamble

Hi Mr. Johnson,

I hope this email finds you well. I know it has been a while since we last spoke regarding membership here at Capstone Country Club. As such, I am going to close out your account for the time being. Should anything change on your end down the road, please feel free to reach out. However, at this point, I am going to close your account for further interest in membership.

Best,

P.O.P email (Prospect on Property email sent to club staff prior to a tour)

Hey team,

I have a tour scheduled this afternoon with Mr. & Mrs. Johnson at 2pm. They have 2 children (boy 6, girl 8) and are interested in a Full Golf membership. Mr. Johnson plays a lot of golf and Mrs. Johnson and the children will spend a lot of time at the pool during the summer.

Please feel free to say hello if you see us walking around the club. Thank you for your continued support and attention to your department to ensure the best touring experience possible!

Best,