



## A Simple Template for Monthly Emails

Here is a template you can use to create a monthly email in less than 30 minutes. Using this template you get quickly and easily get astonishing results. For example, here's what a business lawyer named John Rafferty said happened after he sent out a super short email to some prospective clients...

*After compiling a list of 206 people who know/like/trust me (past-clients, networking acquaintances and friends), I sent a SHORT email at 7:15am Friday morning that provided one useful tip about a new law in my state and gave my audience 3 examples of the cases I handle.*

*The result?*

*Within 75 minutes, two recipients requested an in-office consult and a third asked if they could send a friend my way who needs help. Another invited me to speak at his upcoming tech forum. 9 recipients wrote me back to say "thank you" or start a convo about the topic addressed.*

Here's the template John used...

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### The "Happy Friday" Template

Subject Line: Your [CURRENT MONTH] Tidbit

Body of Email:

Happy Friday

Here's your legal tibit for [CURRENT MONTH]:

[ONE PARAGRAPH ABOUT NEW LEGAL OPINION/REGULATION/SITUATION]

3 [RECENT CASES/MATTERS] I've Recently [LITIGATED/HANDLED]

- CASE/MATTER #1
- CASE/MATTER #2
- CASE/MATTER #3

See you next month!

-[YOUR FIRST NAME]

P.S. A tidbit usually refers to a small morsel of tasty food. My legal tidbits are intended to give folks who know and trust me an opportunity to snack on some legal morsel that is as digestible as it is tasty - while learning something about me in the process. If you'd prefer to snack elsewhere, don't be shy about **unsubscribing**.



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## Here's what John actually wrote...

Happy Friday!

Here's your legal tidbit for December.

On Nov 20, 2019, Pennsylvania's Supreme Court ruled that the Fifth Amendment right to not incriminate oneself protects an accused person from being ordered to disclose the password to their encrypted cellphone or computer - IF that password is memorized. If the password is written down however, an accused person would be compelled to turn over the password.

3 Types of Cases I've Recently Litigated:

- ▶ Contractual Dispute between Businesses
- ▶ Rights and Responsibilities as Power of Attorney
- ▶ Childhood Trauma/Abuse

See you next month!

-John

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### Key Takeaways

John's "happy Friday" approach is ridiculously simple, but also incredibly effective. According to him, it led to two *immediate* referrals, but ultimately he got four new clients in all (*listen to [Episode 81 of the LFA podcast](#) to hear the full story as told by John*)

Just from mailing 200 people a simple email with fewer than 200 words, which took only a few minutes to write and send.

You can do this too! And the sooner you do the sooner you'll realize the astonishing power of email marketing.

If you want more guidance and tips for doing this simple but powerful kind of marketing, join our free Facebook group: **[Referral Marketing by Email for Lawyers](#)**