

BUSINESS READY TO LAUNCH

Ready-to-edit marketing templates for a new business, a free guide and an AI receptionist trial.

How to use these

Replace the words in [square brackets] with the business details. Keep the wording clear, honest and short. Use only contact lists you are entitled to contact, and always offer a way to stop receiving messages.

1. Launch announcement email

Subject: We are now open

Hello [Name],

I am pleased to introduce [Business Name]. We help [type of customer] with [main service] in [area].

To celebrate our launch, we have prepared a free guide: **[Title of free guide]**. Reply to this email or visit [website] to receive it.

If you need help with [service], call [number] or reply with a convenient time for us to call you.

Best wishes,
[Owner name]

2. Facebook or Instagram post

Post copy

We are now open in [area]. [Business Name] helps with [main service].

To say hello, we are giving away our free guide: **[Title]**.

Comment "GUIDE", send us a message, or visit [website]. If you call and we are busy, our receptionist will take your details and make sure we call you back.

3. 7-day AI receptionist trial

Website / flyer copy

Never miss a customer enquiry.

Try your own AI receptionist free for 7 days. It answers missed, busy and out-of-hours calls, takes customer details and sends you a clear message.

- We help set it up
- You approve every answer it can give
- Test it before connecting your phone
- Then try it with your own business number

A payment method is required to start the trial. No charge is made during the first 7 days. Cancel before the trial ends if you do not wish to continue.

4. SMS after a missed call

SMS copy

Hello, thank you for calling [Business Name]. We are sorry we could not answer immediately. Please reply with your name, what you need help with and the best time to call you back. You can also visit [website].

5. Free giveaway e-book message

Email or message copy

We have made a short free guide called **[Guide title]**. It may help you with [problem it solves].

Would you like us to send it to you? Reply YES and tell us the best email address.

6. Existing business growth offer

Offer copy

Already trading but want more customers? We can help you improve your website, Google presence, social posts, customer follow-up, free giveaway guide and lead generation. Start with the service that will make the biggest difference first.

7. Simple follow-up

Follow-up copy

Hello [Name], just checking that you received the information from [Business Name]. If you would like a quote, appointment or quick callback, reply with a suitable time. We are happy to help.

Important: check applicable marketing, privacy and contact-preference rules before sending campaigns. Do not use personal contact details without a lawful basis and clear information for the recipient.