



DOG WALKERS'
CLUB

Powerful Email Templates That Turn Visitors to Customers

Email is powerful.

Its not just some old Boomer tech, for sending boring work stuff to colleagues.

And its not about sending out some tedious 'corporate' newsletter that gets read by nobody but the shareholders.

Email done right builds relationships and it **converts to sales**.

To **real paying customers**.

But only when done right.

It is really only about 3 things...

1. Building real, personal relationships
2. Offering genuinely helpful information
3. Asking for the sale

(We Brits often hate the 3rd part, but it's got to be done. You offer a great service, so believe in your self and that you're offering genuine help).

The Email Templates I will show you do exactly this.

And they work.

I have used the template that is behind this template 😊 in a number of different businesses and websites that I am involved with, and they always work.

They work at building a real and personal relationship with the reader.

They work at offering genuine help.

And they work at growing sales and the business.



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PROMISE ME ONE THING...

I have worked really hard to try to make this as simple as possible to follow, and to IMPLEMENT.

(You gain nothing unless you implement this)

Inevitably, there is going to be only 2 outcomes from you buying access to this Email Marketing System, and reading this.

1. You read it and fully implement it. Fantastic!
2. You read it and somewhere along the way, hit a roadblock and stop.

I want you to make a little promise to me.

Not that you will definitely totally implement this. (I'd love you to fully implement it all, but I am a realist).

Promise me, if you find yourself stopping because it seems too hard or confusing or for any reason at all...

You will instantly email me personally at duncan@dogwalkersclub.co.uk and tell me what your roadblock is.

What part seems confusing? Why did you stop? What needs to happen in order for you to fully implement your own email sequence?

This will help me to help you, and to improve the explanation of it all.

I really want for you to implement this and to succeed.

Can you promise me that?

Brilliant. Onwards...



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Rule Number 1: Every email comes from you, as you.

The reason I say this, is because so many business owners write an email, with the 'From' field as their company name, and write the email as "we, the company".

Nobody ever talks and builds a relationship with "we, the company".

People like people.

Its just you. Talking to a new friend.

So you will see that al my emails come from "Duncan" and are written as "I", "Me", "Duncan".

And I write as myself, in my own style, my own personality.

With Typo's and everything!

Don't be boring. Don't be stuffy and 'business-like'.

Be yourself.

Your readers will love you.

And some will become customers.

Long-term.



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Be Remembered

I got this great email from a bit a marketing genius...

Hi Duncan,

It's NOT your customer's job to remember to come back and buy from you again.

It's your job to remind 'em.

Everyone's busy - and unless you remind 'em, some will forget.

They didn't consciously CHOOSE to go to your competitor - it's just that they forgot about you.

Because they hadn't heard from you.

It's why regular weekly emails - emails that help people, are useful, interesting, entertaining even - are soooooo important.

Weekly emails that don't 'sell' overtly - but which build relationships and remind them that you're there.

So they don't forget about you...

Nigel



Nigel Botterill
Founder & CEO
Entrepreneurs Circle

That is WHY you're sending these emails. To be remembered. They might not be ready to buy yet. They might not quite have the pressing need or demand right now. They might not yet feel they know you. Or yet like or trust you enough to buy from you. But when they are ready to buy, you want to be the one that is remembered, to help them.



How To Send These Emails

Don't think you need to send these out yourself. You'll go crazy, with all the Admin of it all.

I'll show you how to set up an automated system, that will send out these emails, in sequence, automatically, and for free (assuming you've got less than 500 subscribers).

And as a local Dog Walker, it is most probable that you will have less than 500 subscribers. And that is fine. It means the email system is free.

I [personally use MailerLite now](#) (free for up to 500 subscribers). For many years I used [Aweber](#), which is excellent but expensive. MailChimp is also popular.

They all have a similar system, which is to send out emails for you, automatically, in sequence.

For example, on day 1, 3, 5,6,9,10 etc.

So you want to set the system up once, and then just let it run.

And you just drive traffic, visitors, to sign up to that email sequence.

Watch this step-by-step video showing you how to implement it all...

The screenshot shows a video player interface. The main content area displays an email template editor. The email draft includes a greeting, a thank you message, a list of tips, a video player, and a photo of a house. The right sidebar contains various settings for the email, including Global settings, Email Width (Limited/Full width), Email Alignment (Left/Center), Email Options (Include preheader), Font (Arial), Content Settings (Heading 1, Heading 2, Text, Links, Button, Divider, Quote), and Footer settings. The video player at the bottom shows a play button and a progress bar at 0:00 / 1:30.



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Really Important Point:

You are going to develop a long sequence of emails that the system will automatically drip-feed out to the prospective client. Throughout these emails is the subtle and also not-so-subtle message of “become a client”.

Once they ARE a client, it is critical that they are **removed** from this prospective client email sequence.

From my own experience, it is really annoying to still get the “buy my stuff” emails after I’ve bought their stuff!

So when they buy and/or sign up to a subscription club with you, put them into a separate “existing clients” email sequence, and take them out of the “prospective clients” sequence.

You can automate this. The short-version of how to do this; in most email providers like MailerLite, they have an automation condition for “if email is added to sequence 2, check if that email is in sequence 1, and if so, remove it from sequence 1”. You just click a few conditions to set that up once, so you don’t do it manually for every new client.

In the videos above, you can see the first step of the email “Automation” is a “Trigger” condition. That is where you can also specify this automation rule to take them out of the prospective clients email sequence.

Specific steps are [here](#) (watch this later when you need this, not now. Come back to it later).



Email Sequencing:

First, you send the welcome email, instantly, when they first give their email address. This welcome email has been honed over years to be very powerful, because it contains a number of important and effective elements that simply work. There are a number of psychological elements that start to make your prospective client know, like and trust you.

Edit it with your personal details, but the more you vary away from the proven structure of this first “Welcome” email, the less it will work.

Next comes a 6-hour follow up. Again, this has proven to work, to get through to your reader. More on that below.

From there on, remember – you need to be remembered.

You do not want to annoy. You want to help. And you want to build a relationship, so the prospective customer knows, likes and trusts you.

So not all emails will be “Buy now, sign up to be a client here”.

And you want to be ‘top of mind’ and not forgotten, during the period of not sending sales emails.

So you send helpful information, stories and pointers.

Your emails will cycle through a sequence of...

1. Relationship email
2. Tips email
3. Sales email

Below you will get the templates for each, in separate files, that you can copy and paste, and edit into your own unique sequence, edited to be personalised to you. There are maybe some of the relationship emails you don’t like, or don’t like the tone of – so edit them to your taste, or replace with your own personal stories.

Copy and paste them into your sequence in the order shown above – one relationship email, then a tip email, then a sale email, Then repeat. You’ll see what I mean as you read on down...



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Also, later, I've got some Fun-Fact emails and some Funniest Dog Moment emails, that you can intersperse into the sequence, either in addition to the Tips emails or instead of. So if you want to do the full cycle, it might be

1. Relationship email, then
2. Tips email, then
3. Fun Fact email,
4. Funniest Dog Moment emails,
5. Sales email...

And cycle back again.

Also, ideally, each email is story-based to some degree, to make it engaging, with a seamless segue connection to your point or tip or promotion. Certainly the relationship email.

That is what the templates will do for you.

Onwards, to the Email Templates themselves...



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Welcome Email:

In the following version of the Welcome email, imagine a sequence where the potential client has given their email address (on your website or other social media) to be sent some information about a possible discount option.

You can use this same Welcome email format for any other 'lead magnet' (a lead magnet is anything of benefit that you offer for free to prospective clients, in return for their email address or any other contact detail. For example, it might be your "7 Top Tips For a Better Dog Walk").

SUBJECT LINE: Your Doggy Discount [NAME]

STRUCTURE (Don't change the structure – just edit the specific words if you)

Hi

Thanks for trusting me.

Acknowledge risk.

Acknowledge thing they want – get to it is a second.

Benefits of staying tuned. Bullets points. Teasers for the future.

Contrarian point. Why I'm better or different to other providers.

Who am I? Benefits to them, of your skills.

Reminder of future tips and emails

Thing you promised (in this example, a discount)

Request to email you back by reply.

Daft sign-off

P.S.

Personal photo with your dog.



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NOTE – There are a few elements in this email that absolutely work. If you remove them, subtle things will start to fail. For instance, the “email me back” part not only builds relationship, it also helps your future deliverability, so your future emails will get through more. The same applies to the images and making sure they download them (if it was spam, they wouldn’t do that, so it decreases your spam-flag score)

So, here is the first email in full...



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Hi

First off, I want to say Thank You, for trusting me with your email address.

I know it can feel risky giving it - I am the same, giving mine - but this isn't one of those situations.

I'm going to get you the **Dog Walker Discount** details in a second...but first I want to go over a few things.

In the coming days, you'll receive some free, extra tips to help you, your dog(s) and your family have the best possible dog time, to lay down some fantastic memories together, that you and your dog will cherish for the rest of their life.

I've got a couple of free videos and tips for you, as well as some pointers, like

- 2 things to do before you leave home that will keep your dog safe
- 2 *other* things I do when I take dogs out for a longer run
- 1 key thing that every dog needs that others don't think of
- Fantastic fun days out
- The videos you will receive as a Dog Walking client of mine and why

Why is this relevant to you? And why am I worth listening to? Fair question;

I am [YOUR NAME] (there is a mug-shot of me and my dog below [IF YOU DON'T HAVE YOUR OWN DOG, THEN USE A PHOTO OF YOU OUT WITH YOUR CLIENT'S DOGS], so you can see who I am).

I am very good at what I do. But above all, I will give you something that most others won't ...

Total honesty, if we are a good fit. If your dog is a good fit for my skills. And if I am the right fit for you and your dog...

And most other dog walkers don't have the combinations of skills that I've got for you...

Here is how I can help YOU...

- I am a professional Dog Walker and have been for XXX years.



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- I absolutely adore dogs
- I love that I get paid to spend my days with your dogs
- I am XXXX trained
- [INSERT CREDENTIALS, AND WHY YOU ARE FANTASTIC]

In fact, my best statistic, is that I have clients who have been with me for XXX years, because I look after them, offer a great service, and their dog is beyond happy with me...



This is me out with one of our clients' dogs, having fun in the sun.

(If you cannot see the photo above of the cute dog walk, scroll to the top of this email and click "show all images" or "Report not spam" - or right click and trust sender / never block email, to show this photo of the cute dog)

Anyway, that's enough of tooting my own horn - but that is to show you how I can help YOU.

So, I've got a number of tips for you, beyond how much your dog will love spending time with me 😊

I'll be in touch with that later, but for now, as promised..

DISCOUNT:

Because I want to help you now and long into the future, I have a special offer for new clients who want help with their weekly dog walks.



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And it's because I want to plan our weeks together, to help you, me and our dogs as best I can.

So when you join our Weekly Wanderers Club [CHANGE THE NAME AS YOU WISH] you get your first Dog Walk completely free.

AND the cost per walk is massively reduced, because you are a loyal customer, and I want you to stay that way.

You also get some surprise bonuses when you join – but they wouldn't be a surprise if I told you what they will be now 😊

You can find out more about the Weekly Wanderers Club using this link here. [INSERT LINK HERE]

You can cancel any time you want (but I'm confident that you'll love it and want to continue for a long while into the future...

Yes, there's lots of dog walks and doggy care involved, but there's more to it than that.

Find out more about the Weekly Wanderers Club here, exactly what it is, what's involved, and how cost-effective it works out for you.

[INSERT LINK HERE]

I'm confident you'll love the results.

Tomorrow we'll get into some other good stuff for you.

Meanwhile, I have one favour to ask. Can you just quickly hit "reply" and let me know what your #1 roadblock is with your Dog and dog care? I read every answer and it helps me give you the exact answers you want and need most.

It could literally be a one sentence reply or a full story.

Just take a few seconds to do that now (it also helps with email deliverability so you'll never miss the best bits in future).

Let me know what you think, by reply.

Speak soon,



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[YOUR NAME] “Dog lover” [SURNAME],

[eg Duncan “Dog Lover” Ritson-Elliott]

[I KNOW THIS IS DAFT, BUT IT WORKS. IT GETS READ AND GETS ENGAGEMENT]

YOUR WEBSITE ADDRESS OR JUST COMPANY NAME

And

[INSERT WEEKLY WANDERS CLUB LINK AGAIN HERE]

P.S. Please do hit reply to this email and let me know your biggest obstacles to Dog care. I read and reply to every email.



[MAKE THIS IMAGE LINKED TO YOUR WEEKLY WANDERERS CLUB – PEOPLE LOVE TO CLICK ON IMAGES SO HELP THEM, AND USE THAT CLICK]

This is me, Duncan, with our family dog, Java, a Springer Spaniel with a perfect balance of energy, play, and cuddles. [OBVIOUSLY USE YOUR OWN PHOTO]

END OF EMAIL

NOTE – The Weekly Wanderers Club concept is covered within the Dog Walkers Business Growth Formula. The short version for here;



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Create a recurring weekly payment subscription, with X number of weekly walks, with quantity discounts (ie more walks per week = lower price per walk). Plus other Club benefits (see BGF for details), as well as.

The 2nd Email – The 6-hour Email

EMAIL 2: 6 hours later

SUBJECT: Did you get it [NAME] ?

Hi [NAME]

With all this anti-spam stuff and email priority inbox, most emails don't make it. I do worry about that.

I'm a [WO]man of my word, so I just wanted to make sure you received your Dog Walker Discount email I promised.

If yes, please hit reply and let me know so I can sleep peacefully.

If not, please reply and let me know - then check your inbox as well as your spam/junk folder and look for an email from [YOUR EMAIL ADDRESS] the subject "[SUBJECT LINE OF WELCOME EMAIL]"

Also, make sure to unjunk it. Whitelist it or mark as genuine. Probably right click the email and "Never block sender" or similar.

Please do hit reply and let me know if you had this problem. I'd really appreciate, and weirdly, it also helps with deliverability, so then you're more likely to get your other tips I'll be sending, tailored for you and for your four-legged friend.

ALSO - if you haven't already, when you reply, let me know what your #1 roadblock is with your dog care. I read every answer and it helps me give you the content you want and need most.

It could literally be a one sentence reply or a full story.



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Just take a few seconds to do that now.

Thank you.

Talk soon,

[YOUR FIRST NAME] "will sleep soundly tonight" [YOUR SURNAME]

[eg Duncan "will sleep soundly tonight" Ritson-Elliott]

[AGAIN, YES ITS DAFT. AND YES, IT WORKS]

NOTE: The purpose of this email is

- To show you care about them getting the first email
- To stand out from all other boring yawn-fest emails, be different, sound different,
- And to get better future deliverability – getting your emails through to their inbox in future – because they have replied to your emails.

ANOTHER NOTE

Make sure that whatever you promised in your first Welcome email, you do deliver, in the following sequence. Whatever tips, videos, secrets, etc, make sure you do get them to the prospective client, in the later emails.

Now, on to Day 2 and email #3...



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Relationship Emails

I am about to give you an example of a relationship email, that was a really personal email from me. Its about a horrible situation I personally found myself in. Literally a life or death situation.

This was sent to prospective clients of my villa in France, considering a dog-friendly family holiday there.

Here goes...

Hi

So, at the time, I was a bit clueless, to be honest. And, as they say, it's not *what* you know, its...

Well, let me tell you the story quickly, to illustrate the point...

You may already know, back in 2021 our dog Java had puppies.

Actually, I'll back up a bit...

Our daughter Katie reeeeeally wanted a puppy. And specifically from our female dog Java, because she has a wonderful temperament.

So I did the research on average Springer Spaniel litter size. 5 to 6 puppies. OK. That I can manage. My brother and cousin wanted a new dog, plus a few friends.

Come the birthing day, out pop 5 pups... then pups 6... then 7... and 8 !

Then it stopped, so I took Java and pups to the vets for a quick health check-up. All Ok.

Only problem, the vet was a new Italian intern and, purely due to communication error, he thought the pups were born 3 days ago. So he didn't try to feel for any more pups inside Java...



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And, you guessed it - after we left the vets, in THE CAR PARK of the vets, out popped number 9! (That was Alfred, who became our second dog)

We got home and within 2 hours out popped another puppy. Number 10.

Yikes!

Then another. Still born. Horrible. There was nothing I could do, despite doing the clean-up, and upside-down-puppy arm-swing thing.

(swinging the pup upside down drains liquid from their lungs).

Then a **12th** pup entered the world !

Still born. Not moving.

By this time I was insanely tired. I'd been up maybe 22 hours by this point. I was distraught. And tired! But determined.

"I'm not losing another one!"

(OK, I might be welling up a bit, just writing this...)

This poor little last pup wasn't moving. I did the puppy-swing thing again. Nothing. No movement.

I was determined to do everything possible. If she was not going to make it, it wouldn't be because I didn't do everything I could.

But I'm not a vet. I'm a bit clueless when it comes to 'being a vet'.

But, I figured, I'm first-aid trained, many times over the years, (Yes, OK, only on humans, but still...)

So I figured "shit or bust". The worst that could happen would be that whatever I do next, doesn't work...

If I left the scenario to Mother Nature, I'd have another still born (literally) on my hands.

So I performed CPR. On a puppy.



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The only training I'd had was on humans. Plastic human dummies, to be precise.

How hard to press the heart of a puppy?

How big are a pup's lungs? How much air to blow in?

I had no clue. No idea. I'm not a vet.

So I did little chest taps on the pup with my fingertips.

And blew into the pup's nose and mouth verrrry gently. And let air escape out the sides of my mouth, so I didn't blow too hard. I did that a few times.

Tappy-tap - tappy tap. Puff puff puff... NOTHING...

And again... Tappy-tap - tappy tap. Puff puff puff...

And after what felt like an eternity, the pup wriggled. Movement !

She's alive !

With a bit more movement, I was absolutely elated. SOOO happy.

I'm not going to lie, I may not have been able to speak for a while, other than loudly "WhoooHooo" unintelligently. In our house, no eyes were dry.

So my point with all of this story?

I hit it lucky.

I'm not a trained vet. You're probably not. Make sure you've got a GOOD vet on speed dial.

When you go on holiday with your precious doggo, *before* you go, research who is a good vet in the area.



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Ask the owner or staff of your holiday accommodation which vet would they recommend nearby.

And ideally have a plan B as well. Another vet, in case the first isn't available.

Then if any problem arises, when the emotions are running high, and maybe the grey-matter is a little foggy, you're already one step ahead.

We have 2 very good vets near our villa in France, one of which is a close personal friend and will do anything for dogs. Just ask me [when you book your dog-friendly family holiday with us](#).

Oh, and to close the story of this little pup that came back to life with some clueless idiot (me) giving her CPR, here is a picture of her a few years later...



This is Cleo (on the right). She now lives with my brother and is very much alive and full of beans. In fact she is an absolute explorer!

Now go give your pooch a hug :)



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Speak soon

Duncan "Not a vet" Ritson-Elliott

P. S. You may have a bit of a language barrier in France if you don't fully speak the lingo. If you're on holiday at our luxury villa in France, and need help at the vets (or anywhere), I speak fairly good french, so I'm happy to be on speakerphone with you and the vet, to translate for you.

So there you go. That is a good example of a story-based relationship email. It is a waaaay longer than most other story or relationship emails, simply because in this instance, it needed to be, to dig into the story, to make it emotional, and to tell it how it was.

It had a point ('make sure you've got a good vet on speed-dial'), but how do you feel after reading that story?

Its personal, right?

You were rooting for the little pup?

You may even have felt my complete fatigue and emotions. How much I *really wanted* that pup to live.

And now you know me a little more. And maybe we feel more in-tune together, having shared that.

Which means you're closer to knowing, liking and trusting me with your business.

That is what will happen for you when you share these kind of personal relationship stories.

The point is to SHARE yourself with your reader. Let them see you. The real you.



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Also, although this email did have a commercial point ('book your family dog-friendly holiday with me') it is OK to create the relationship email with less of a commercial point. To just be open and show yourself. To be a little vulnerable.

Relationship / Story Email Templates

I've got a separate file for you, containing 20 different stories that are interesting and engaging that you can either use as-is, or adapt to your own tone – or completely rewrite and replace with your own personal stories and experiences with your dogs. The emails will give you a good feel for what email stories can be engaging and to stay in touch with prospective clients, while you warm the relationship, before they hopefully become paying customers longer term.

If you have your own personal stories about dogs in your past, absolutely, use your own real, personal stories. It will create a real, personal connection with your prospective clients.

So you can copy-and-paste some, and edit others, as you wish.

You can [find the Relationship Email Templates file here](#) <<

That's the relationship emails. Their purpose is to develop the relationship that the reader feels with you personally.

Story + Tip Email Templates

Now, here are some tip-based email templates that you can copy-and-paste (or edit as you wish).

These position you as the expert. The trusted advisor. The professional Dog Walker.

These emails would be interspersed in sequence with the relationship emails and more sales-driven emails.

You can find the file of all 20 [tip-based email templates here](#) <<



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Fun Fact Email Templates

I've also got a file for you with templates for 20 different fun facts about dogs, that you can email out to your prospective clients periodically, to keep in touch with them, and to make sure you are top-of-mind, when they do decide to hire a Dog Walker.

You can find the [Fun Fact Email Templates file here](#) <<

Funniest Dog Moments Email Templates

In addition, I've got some Fun Facts email templates that you can send out, again to stay in touch and stay remembered by your prospective clients.

You'll find the file of [Funniest Dog Moments email templates here](#) <<

Sales Driven Email Templates

Now we get to the real money!

The overarching purpose of this whole email sequence is to develop the relationship with the prospective customer, such that they feel they know, like and trust you, to the point that they want to become a paying customer.

So how do we do that?

You can do it subtly with the P.S. at the bottom of a FEW of the emails above, (tip-based, relationship emails etc) but do NOT do it on all. That would ruin the power of the relationship emails. It will seem less genuine.

Instead, after a period of days of no commercial-intent based emails (not asking for the sale, not saying "join now"), then once every few emails, it is OK to build your case specifically for why it is in THEIR interest that they should become a paying client with you.

So here are 20 variations of sales-based emails, each digging in to a different benefit ("Save time", "Dogs health", "Don't go out in bad weather" etc) or a blend of many different benefits – and that ask for the sale.



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Get the [Sales Email Templates file here](#) <<

You may want to simply copy and paste these as there won't be too much variation, but obviously feel free to edit as you wish.

So that is it for this Email Marketing sequence.

I really want to hear from you if you do **put it all into action**.

AND I definitely want to hear from you if you DON'T. You promised, remember?

What needs to happen, in order for you to completely implement this?

Email me at duncan@dogwalkersclub.co.uk

Speak soon,

Duncan Ritson-Elliott