

Common Good At Home Refill Station Email Templates

We know how daunting it can feel the first few times you send an email pitch. That's why we wrote a few draft emails to get you started. Honestly, the best email you send will be from the heart, so use these as guides. Copy what you want, add what makes sense, write the salutations and signoffs you'd usually use. Make these communications your own and they'll be great!

Introduction email to people you know

Send to your contacts when you start the program

Hi <First Name>!

I'm excited to let you know that I'm hosting a Common Good At Home refill station! I'll be available to sell you refills on <insert your refill station days and times>. I'll have glass bottles for sale, or you can bring any other bottle you'd like to use-just make sure you know how many oz it holds. *(this is optional, you can decide if you'll fill other bottles)* If you want to find out more, I'll be hosting a refill party on <insert day and time>. Let me know if you can stop by! We'll have drinks and can catch up and I can show you the products.

In case you don't know them already, Common Good has been making gentle, hardworking, refillable household soaps and cleaning products for over 10 years. I use and love their stuff because <insert reason *(add whatever you like: is it that they work well without the nasty chemicals? They are scented with 100% pure essential oils? The glass bottles are sustainable and beautiful?)*>. That's why I'm working with them on their mission to reduce toxic chemicals and single-use plastic. I'd love to share their products with you!

Best,
<sign off>

Invite to your Common Good At Home Refill Station Party

Send 2 weeks before your planned party and send a reminder the day before

Hi < name>!

I'm throwing a refill party! Would love for you to come so we can catch up, have a drink, and I can tell you more about Common Good. The party is on <day at time>. Hope to see you there!

Best,

<name>

Consider adding a photo here!

Follow-up email to remind your contacts to reorder

Send to contacts 30 days after their last refill

Hi <first name of contact>,

Hope you're loving your <product/s>! If you're running low, I'll be open for refills on <day/s at time/s>. Let me know if you want to stop by. Would love to see you!

<sign off>

Invite a contact to join Common Good At Home Program

Send once you are comfortable selling and can see who in your network might want to become a member too. Remember, you'll make a bonus when they join and small commissions when they sell!

Hi <first name>!

I hope all's well with you!

As you know, I've joined Common Good At Home to reduce plastic and harmful chemicals in our homes. Since joining <insert weeks/months here> ago, I've grown a network of people who are now refilling their household soaps and cleaning products with non-toxic, sustainable solutions. I thought you might be interested in joining too!

I've attached some information that describes the program. If you're interested, let me know a good time to get together or jump on the phone to discuss.

I'd love you to join me on my mission to reduce single-use plastic and harmful chemicals!

<sign off>

<attach the Common Good At Home Program Information Sheet file>

Introduction email to community businesses and organizations

Make a list of prospects, find their email addresses, or call the office to get an email address

Dear <insert name of business>,

This is your neighbor, <insert name>. I recently opened a Common Good refill station selling low/no plastic refills of hand soap and cleaning products and I'm approaching businesses in <town/neighborhood> to see if they are interested in my refill service. Switching <business name>'s products to Common Good refills will reduce single-use plastic and toxic chemicals, not to mention refills cost less than single-use products. And your <customers, employees, etc> will love them!

In case you're not familiar, Common Good has been making gentle, hardworking, refillable household soaps and cleaning products for over 10 years. Their mission is to reduce single-use plastic and toxic chemicals through refill stations and beautiful glass bottles.

I'd be happy to stop by with a set of samples for you to try as well as a price list. Just let me know a time that works for you!

Very best,
<name>

Follow-up email to remind a business prospect to place an order

Send 1 week after being in touch/dropping off samples

Hi <first name of contact>,

It was so nice to meet you on <day you met>! I hope you've had a chance to try the products I dropped off. I'm currently delivering refills on <insert your delivery schedule>. Would you like me to stop by so we can get you set up with the products you need? I can be there at <time, day>.

<sign off>

Follow-up email to close a slow/hard business sale

Send 1 week after previous follow up email

Hi <first name of contact>,

I think Common Good products would work so well at <business name>. <Insert reason why, if it's a restaurant, the bergamot hand soap is a favorite because it's not too strong and shows customers that you care about the environment. If a yoga studio, the tea tree all-purpose spray naturally kills germs and leaves a fresh, clean scent. Etc> And to get you started, I'd love to offer <discount>% off your first order.

I'll be in your area on <day>, what's a good time for me to stop by?

<sign off>