

# EMAIL CONTENT IDEAS FOR CONSULTING & TRAINING

Stay connected to existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share helpful tips related to your expertise (i.e., how to handle difficult customers, signs of wishy-washy management) to stay connected with clients and drive email sharing.	<ul style="list-style-type: none"> <li>See all tips</li> <li>Share with colleagues</li> </ul>	<ul style="list-style-type: none"> <li>Client Newsletter</li> <li>Sales Lead Newsletter</li> </ul>
Introduce upcoming educational seminars or new whitepapers that reminds clients of your expertise and drives email sharing.	<ul style="list-style-type: none"> <li>Register for this event</li> <li>Download this whitepaper</li> <li>See more event details</li> <li>Share with colleagues</li> </ul>	<ul style="list-style-type: none"> <li>Professional Card</li> </ul>
Share news happening related to your field and commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none"> <li>See the full story</li> <li>Share with colleagues</li> </ul>	<ul style="list-style-type: none"> <li>Newsletter Professional</li> <li>Professional 1 Column</li> </ul>
Highlight a recent project including what got results to stay connected with clients and drive email sharing.	<ul style="list-style-type: none"> <li>Download the template</li> <li>Share with colleagues</li> <li>Call for a consultation</li> </ul>	<ul style="list-style-type: none"> <li>Product/Service Showcase</li> </ul>
Provide the best information you gained from a recent conference or tradeshow to remind clients of your expertise and drive email sharing.	<ul style="list-style-type: none"> <li>Share with colleagues</li> <li>Call for a consultation</li> </ul>	<ul style="list-style-type: none"> <li>Client Newsletter</li> <li>Sales Lead Newsletter</li> <li>Product/Service Showcase</li> </ul>

## SEASONAL CONTENT IDEAS

**Ongoing:** Share interesting findings with your clients from attending key industry events.

**End-of-year:** Take advantage of the end or beginning of a year by thanking clients for their loyalty and wishing them a happy new year.

Tip: Sign up for Google Alerts to get the latest industry news in your inbox as a regular source for content ideas.

