

*Creating Powerful  
Holiday Email  
Funnels*

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# HOW TO CREATE A HOLIDAY EMAIL FUNNEL



*What is an email funnel?*

*An email funnel represents how a customer (receiving your email) goes from a prospective lead to a paying customer through educational and promotional email communications.*

Today we will address sample email scripts you can use to create a Holiday Email Funnel. You can reword the scripts to suit your business and customers. It is not too soon to start sharing your product ideas and what you will offer this holiday season.

Send the emails out in an order that suits your marketing strategy.

Make sure you include lots of images of your food products and order links if you have them available. Customers may want to order right away, so include payment options.

You do not have to do this for 7-weeks or use the entire 7-week sequence. It is designed to start on November 1st. You can shorten it to 4-6-weeks if necessary. Give yourself enough time, however, to take orders and prep for production.

The goal is to alert returning customers and those customers you have not engaged with recently.

## Holiday Email Funnel Scripts

Below are all 7 emails and you are welcome to rewrite these scripts.

You may add one-off individual emails in between but try not to send more than 2 emails in a week. Too many emails will turn your customers off.

You will need to plan out your emails ahead of the holiday season. [Trello](#) is a great tool for scheduling these email messages.

The email sequence is for an email marketing service like Mailchimp and/or Constant Contact. There is also Sendinblue and ConvertKit. You will need to find an email marketing service that works best for you and your budget.

I encourage you to find a free service first if you are on a tight budget. Most of the email marketing services will allow you to schedule emails so you can design them weekly.

## **Holiday Email Funnel Script #1**

Engage and convert: This email helps you build curiosity and answers those yes or no questions. The purpose of email #1 is to start a dialogue. This is a short and sweet email.

\_\_\_\_\_, are you ready to order my amazing \_\_\_\_\_ for the holidays? We are preparing a list for our holiday orders for \_\_\_\_\_.

Send me a text so I can put you on this list.

Signature

### **Sample #1**

Ashley, are you still interested in my amazing Coffee Cream Bundt Cake for the holidays?

We are taking early holiday orders and will put you on the list.

Send me a text.

Signature

## **Holiday Email Funnel Script #2**

\_\_\_\_\_ my jaw dropped when I noticed it has been \_\_\_\_\_ weeks/months since you ordered. Have you started planning your holiday menu?

Text me!

Signature

### **Sample #2**

Julie my jaw dropped when I noticed it has been 7 months since you ordered. Have you started planning your holiday menu?

We are featuring Panettone Specialty Cake again this year. Contact-free pick-up and delivery are available for both Thanksgiving and Christmas.

Text me, and I'll take your order!

Signature

## Holiday Email Funnel Script #3

Now unless your customers know your brand well, they may not take the bait. These are emails you will want to send to recurring customers and/or those who ordered from you during the 2019 Holiday Season.

\_\_\_\_\_, we have 3 new cans of Christmas Cookies that make ideal gifts. Looking for that perfect gift for a coworker or the Amazon Delivery person?

How many cans of cookies would like to order?  
Drop me a quick email or text.

Stay safe!  
Signature



### **Sample #3**

Matt, we have 3 new cans of Christmas Cookies that make ideal gifts. Looking for that perfect gift for a coworker or the Amazon Delivery person?

How many cans of cookies would like to order?

Drop me a quick email or text.

Signature

## **Holiday Email Funnel Script #4**

The goal of the first 4-5 emails is to start a conversation and get returning customers interested in ordering from you again this year.

Email #4 is the objection killer; it builds brand loyalty and hooks your readers' attention right away. This is the time to squash any objections. Check out the simple story below.

You will write your own story based on your business/products and circumstance. Keep your paragraphs short and easy to read.

## Sample #4

Hi James and Edna,

I know it has been several months since we talked and since you ordered my double-Dutch brownies and blondes.

I hope this message finds you both doing well. I sent out emails to all my customers in April and July letting you know we were shutting down due to COVID-19.

Like you, I have been stressed, staying in-doors, keeping a low profile, and staying safe. I am reaching out to all customers on my mailing list because I would like to offer a few of my delicious specialties for the holidays.

Please take a look at the menu attachment and use the link below to order early. A number of customers are on tight budgets and I understand.

This is why I have included a 10% discount coupon that can be used on all orders placed before December 9, 2020, at 12:00 p.m. midnight. We are also offering contact-free delivery within 20 miles of my home bakery. If you are outside 20 miles, there is a flat \$5 delivery fee.

You are a valued customer, and we want to do whatever is necessary to make your holidays a memorable one. Feel free to order for Thanksgiving, Christmas, Hanukkah, and New Years. The 10% discount will be applied to all orders received by December 16, 2020, at 12:00 p.m. midnight.

We invite you to share this email with family and friends. They can receive a discount too!

Call or text me.

Signature

## **Holiday Email Funnel Script #5**

The Fire Sale Email tells the customer what they will get and why they need to buy your products right now. The email should be plain and simple and encourages a quick sale. You can include a discounted or premium product.

Share an honest reason for the sale and include a scarcity message and why customers should act right away.

Give a deadline.

This email is timeless, however, it should be used with customers you contact often.

## Sample #5

Greetings Lisa,

I wanted you to be the first to know about the Danish Pastry Coffee Cakes I am making available for Christmas Eve morning. I am selling the Cinnamon Butter Pecan Coffee Cakes and Fruit Filled Coffee Cakes again this year. I will only sell 25 Cinnamon Butter Pecan Coffee Cakes and 30 Fruit Filled Coffee Cakes. Our fruit-filled coffee cakes are apple, peach, and strawberry.

The coffee cakes are 10-inch round cakes. The cost: \$45 each, 8 servings.

All orders are first-come, first-serve and you may order as many as you like using the link in this email.

The cakes can be picked up from the Cedar Creek Farmers Market Christmas Eve morning between 8 a.m. and 12:00 p.m. noon. There are no refunds so please be on time when picking up your order.

All orders are prepaid using the link below.

If you remember, last year, the Market closes promptly at 12:30 p.m. I know you ordered 12 coffee cakes last year so use the link below and get your order in now. Thank you for being a valued customer!

Looking forward to your order.

Sincerely,

Signature

## **Holiday Email Funnel Script #6**

The Soap Opera email is all about storytelling. In this email, you will create valuable touch-points. This email is sentimental and should touch the heart of your customer. The email is perfect for those who have been purchasing from you for several months or years.



## **SAMPLE 6**

Hi Ms. Mable,

I know each year you celebrate the birthday of your son Michael born on Thanksgiving Day. Each year you order his favorite dessert, a Chocolate Chip Cookie Pie. I know you wanted to do something special for your dinner guests this year, so I thought of offering each guest a 3-inch miniature Chocolate Chip Cookie Pie as a parting gift.

I know you are on a budget, so the tiny pies will only be \$2 per pie. I am certain this will work within the budget you gave me.

I know Michael will be smiling as you share his favorite dessert with family and friends. Text me and let me know your thoughts.

Sincerely,

Signature

## **Holiday Email Funnel Script #7**

The holiday season is just around the corner. If you have customers who always wait until the last minute to order, this is the email you may want to send out. It reminds them that you do not take last minute orders and offers them an incentive to order early.

### **SAMPLE 7**

Hi Michelle,

I know you are busy with family, work, and life responsibilities. The Early Bird Special coupon is for you only. Do not share it. I am giving you 15% off any order of \$75 dollars or more between now and December 10, 2020.

The last day for holiday orders is December 16, 2020, at 12:00 p.m. midnight. I am unable to take emergency orders this holiday. Please use the coupon by December 10th.

Michelle, let me know what you will need as early as possible. My holiday menu is attached and the order link is in this email.

Thank you for being a valued customer!

Text me.

Signature

If you are interested in learning more about engaging with your customers join **Foodpreneurs Online**, a private Facebook group for food entrepreneurs.

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