

TOP 10 KICKOFF EMAIL TIPS

WRITING BEST PRACTICES AND TIPS

A kickoff email sets the tone for the kickoff meeting. Here are tips on what you should and should not include in your kickoff email. Discover ways to communicate your main points that are efficient and appealing to your clients.

1 Keep It Concise

It's important to keep emails short and straightforward to maintain a high level of attention.



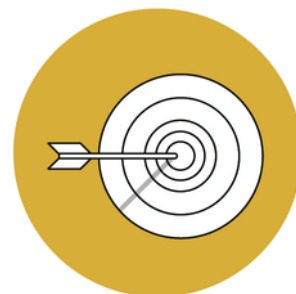
2 Emphasize the Value

At the beginning of your email, inform your readers why they need the information provided in this email.



3 Specify What You'll Cover

Outline what will be discussed during the kickoff meeting so that your customers are aware of what to expect.



4 Offer Multiple Daytime Options

To maximize attendance, it is beneficial to offer a variety of times for the kickoff meeting so that everyone's busy schedules are accommodated.



5 Include A Virtual Calendar Link

A link to an online calendar could be included to scale the scheduling process.



6 Keep Out Slides and Documents

To ensure that the kickoff email is focused, it is wise to exclude any kickoff meeting slides or documents from the email.



7 Adopt A Friendly Tone

Maintain a friendly and authentic voice throughout your email to make your readers feel comfortable and increase the attendance rate.



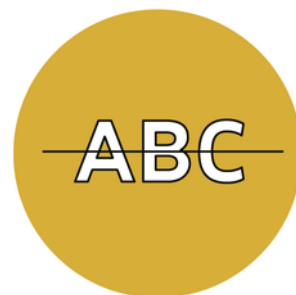
8 Ask Clients to Attend

At the end of your email, be sure to be specific. Invite your clients to the kickoff call, asking them in your own words to be a part of it.



9 Cut Out Unnecessary Words

Avoid unnecessary wordiness in your kickoff email to avoid distraction and increase customer engagement.



10 Demonstrate Genuine Emotion

Make your email more personal by being yourself and incorporating genuine language and emotion.

