Creating and Using Email Templates

My Emails · https://coreel.ai/help/creating-and-using-email-templates/

Templates help you scale outreach while keeping personalization.

Why Use Templates

- Faster sending
- Consistent messaging
- Easier team collaboration

Template Structure (Recommended)

1. Personal opener
2. 1–2 sentence value statement
3. Video mention + snippet/link
4. Single CTA

Example Template Skeleton

Subject: Quick idea for {{Company}}

Hi {{FirstName}},
I recorded a short video with one idea for {{Company}}.
[Insert video snippet/link]
If helpful, reply and I’ll send a tailored version for your team.

Usage Tips

- Personalize first sentence every time
- Keep body concise

- Use one CTA only
- Reuse proven templates by persona/use case

QA Before Team Rollout

- Test template in real inboxes
- Confirm snippet rendering
- Confirm links and tracking work