

3 Contractor Newsletter Templates That Generate Calls from Past Clients

Ready-to-use emails that keep you top-of-mind and help bring repeat business back through the door.

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Why This Guide Matters

As a contractor, your best leads often come from people who already know and trust your work. But staying in touch with past customers can fall by the wayside — and every month you're not in their inbox, someone else could take your spot.

That's why I've created this short, effective resource: three plug-and-play newsletter templates you can use to:

- Reconnect with past clients.
- Show your ongoing value.
- Encourage word-of-mouth referrals.
- Get your phone ringing again.

These are based on real copywriting strategies that work — no fluff, no gimmicks

Template 1: The “Check-In and Reminder” Email

Subject Line: “Been a while — here’s something to consider...”

Body:

Hi [First Name],

It’s been a little while since we worked together, and I just wanted to check in and say thanks again for trusting me with your [project type]!

As the seasons change, now’s a great time to tackle those small upgrades and maintenance jobs that protect your home or office from wear and tear — things like [insert 2–3 quick examples].

If there’s anything you’ve been putting off, I’m happy to help — or just offer a little advice if you’re thinking about a future project.

Give me a call or reply to this email — always glad to hear from you.

All the best,

Dan

Template 2: The “Project Spotlight” Email

Subject Line: “Before-and-after: [Kitchen Remodel] — see what’s possible”

Body:

Hey [First Name],

Just wrapped up a [project type] for a client in [City], and I thought you’d enjoy seeing the transformation.

Take a look at the before-and-after photos here: [insert link or tell them to reply to see it]

This project is a great example of how small changes can make a big impact — and it might spark ideas for your own place or someone you know.

If you’re curious about what’s possible or want help planning something out, hit reply or call me.

Talk soon,

Dan

Template 3: The “Referral Reminder” Email

Subject Line: “Know anyone who needs a contractor they can trust?”

Body:

Hi [First Name],

You may not need anything done right now — but if you know someone who’s looking for a contractor they could count on, I’d be honored if you passed my name along.

Most of my work comes from referrals, and it’s the highest compliment I can receive.

Feel free to forward this email or send them my number: (315) 396-9976

And of course, if you ever need something, I’m here.

Thanks again,

Dan


How to Use These Templates

1. Personalize the intro. Use your client’s name and details from past projects.
2. Keep it simple. Don’t overthink formatting or branding — a plain email with your voice works just fine.
3. Send consistently. Aim for once a month or once every other month to stay top-of-mind.

Want More Where These Came From?

These templates are just a small sample of what a consistent, professional email strategy can do for your construction business. If you’d like help creating custom content that brings in leads and keeps your company front and center — let’s talk.

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