
3 Email Templates That Bring Back Old Clients

Stay top of mind. Reignite interest. Turn past jobs into repeat business.

EMAIL 1: The Friendly 6-Month Check-In

Subject Line: Just checking in — how's the [project type] holding up?

Hi [Client First Name],

I was thinking about your [kitchen remodel / roof / deck / insert project] and wanted to check in to see how things are holding up. It's been about 6 months, and we always like to make sure our work continues to serve you well.

If anything needs a second look — or if you've got another idea you're considering for your home — just hit reply. Always happy to help.

Hope you and your family are doing great.

Warmly,

[Your Name]

[Your Company Name]

[Phone] | [Website]

EMAIL 2: Seasonal Reminder + Tip

Subject Line: Quick tip for [season] — and a free checklist for you

Hey [Client First Name],

As we head into [spring/fall], I wanted to pass along a quick maintenance tip that might be helpful for your [type of project].

[Example: If we worked on your roof last year, it's a good idea to check your gutters and flashing after the last big storm.]

We also put together a free seasonal checklist to help you catch small issues before they turn into expensive problems. You can grab it here:

[Insert link or attach PDF]

And of course, if you're planning any upgrades this year — just give me a shout.

All the best,

[Your Name]

EMAIL 3: The “We Miss You” Nudge

Subject Line: Ready for Round Two?

Hi [Client First Name],

Hope all is well! We've had a few returning clients this season, and it made me think of you. I really enjoyed working on your [project name], and I'd love to help again if there's anything else you've been thinking about.

Sometimes people wait until something breaks — but a quick update now can save a lot of time and money later.

Let me know if you'd like to talk ideas or timing. I'm booking up but always make room for great clients like you.

Thanks again,

[Your Name]

Bonus Tip:

You can set these emails up to send automatically using an email service like AWebet, Mailchimp, ConvertKit, or even just your CRM. Staying in touch doesn't have to be hard — but it does have to happen.
