



10-Minute Email Check & Templates

You don't need to email constantly. For most venues, something like once a week, or even once every couple of weeks, is enough to stay in people's minds.

The key is sending emails when you actually have something worth saying, not just because you feel like you should.

Email works because it's direct and familiar. It keeps your venue in mind without relying on algorithms or timing posts perfectly. A simple message, sent at the right moment, often does more than a lot of complicated marketing.

If email has been sitting on your to-do list, this is a quick way to get started.

1. Decide the Reason

What are you emailing about?

- An event
- A special offer
- A quieter period you want to fill

2. Write It Simply

Keep it to:

- one message
- a few sentences
- a natural tone

3. Add a Clear Subject Line

Make it obvious what the email is about.

Examples:

- "Quiz Night This Thursday"
- "New Menu This Week"

4. Send or Schedule

Pick a time that matches when people might be making plans. Then send it.

Email templates you can use today:

A Simple Offer Email:

Subject: Midweek Lunch This Week

Hi [Name],

If you're looking for a relaxed lunch this week, we've got a quieter few days ahead.

Join us from Tuesday to Thursday for **[brief offer or highlight]**.

We're open from **[time]**, and booking is available if you'd like to plan ahead.

[Book a Table]

An Event Reminder:

Subject: Live Music This Saturday

Hi [Name],

We've got **live music this Saturday evening** and it's always a good atmosphere.

The music starts at **[time]**, and the kitchen will be open as usual.

If you're planning to come along, it's worth booking a table in advance.

[Reserve a Table]

A Quiet-Day Nudge:

Subject: A Good Day to Visit

Hi [Name],

It's looking like a slightly quieter few days here, which makes it a great time to drop in.

If you're after a relaxed coffee, lunch or catch-up, we've got plenty of space.

We're open from **[time]** — feel free to book or just walk in.