

BD BUTLER EMAIL PROMPT HANDOUT

5 BD Butler Prompts for Better Member Emails

Copy, paste and customize these prompts to refresh key member emails with clearer value, stronger engagement and modern design.

Use these as starting points. Tell BD Butler which email template you want to create or update, then give it any site-specific details that will make the message more useful for your members.

DELIVER Give users what they expected or need.	ADD VALUE Include something useful, helpful or memorable.
MOVE FORWARD Give them a clear next click, reply or action.	CONNECT Use each touchpoint to deepen the relationship.

Inside this handout

- 1 Welcome Email
- 2 Profile Completion Reminder
- 3 Weekly Activity Digest
- 4 Upgrade Offer Email
- 5 Inactive Member Re-Engagement

Tip: If an existing template already contains working merge variables or account links, tell BD Butler to preserve them while improving the copy and design.

1

Welcome Email

Turn the first message into the first meaningful action.

COPY + CUSTOMIZE

Create or improve a modern welcome email template for new members of my website. Write a warm welcome that acknowledges their new membership, briefly explains the most useful next steps, and includes one clear primary call to action such as logging in or completing their profile. Add one helpful extra - a useful resource, quick tip, community link, or offer of help - plus a simple way to stay connected. Use a polished, mobile-friendly design that matches my website branding. If updating an existing template, preserve any merge variables and system links already in use.

Why this email matters

This is one of the first direct interactions a new member has with your brand. A useful welcome email can reduce uncertainty, create a stronger first impression, and help a new signup become an active member instead of a forgotten account.

PRIMARY GOAL

Get the member to take one valuable first action and make it obvious where to go if they need help.

Ideas to give BD Butler

- The single most important thing a new member should do first
- Your best onboarding resource, getting-started guide, or FAQ
- Community or social links you want new members to discover
- How members should contact you if they need help

Quick tip: Keep the first action simple. A welcome email works best when the member immediately knows what to do next.

2

Profile Completion Reminder

Make finishing a profile feel useful, easy, and worth doing.

COPY + CUSTOMIZE

Create or improve a modern profile completion reminder email template for members with incomplete profiles. Write concise copy explaining why completing the profile matters and the practical benefits a complete profile can provide on my website. Include one clear primary call to action encouraging members to finish their profile, plus one useful tip about what makes a strong profile. Use a clean, mobile-friendly design that matches my brand. If updating an existing template, preserve its profile link, merge variables, and other dynamic content.

Why this email matters

Incomplete profiles weaken the member experience and can reduce the value of the directory for visitors. A well-timed reminder helps members understand the payoff instead of treating profile completion like administrative work.

PRIMARY GOAL

Turn incomplete accounts into useful, visible profiles by showing the member what they gain from finishing the setup.

Ideas to give BD Butler

- Which profile fields matter most on your website
- Benefits of a complete profile - visibility, trust, leads, connections, etc.
- A strong example profile members can use for inspiration
- Any legitimate incentive or deadline tied to profile completion

Quick tip: Lead with the benefit of completing the profile, not the fact that the profile is incomplete.

3

Weekly Activity Digest

Give members a recurring reason to come back and explore.

COPY + CUSTOMIZE

Create or improve a modern weekly activity digest email template for my members. Organize it into clear, scannable sections for highlights such as new listings, posts, events, leads, messages, or other website activity. Include a concise introduction, space for the relevant dynamic content, clear links or call-to-action buttons, and one extra recommendation or resource members may find useful. End with a clear reason to visit the website, use a polished mobile-friendly design, and preserve any dynamic variables and links already used by the template.

Why this email matters

Members will not remember to check a website simply because they created an account. A consistent digest surfaces activity they may have missed and creates a natural habit loop that brings them back.

PRIMARY GOAL

Turn website activity into repeat engagement by showing members that there is something new or useful waiting for them.

Ideas to give BD Butler

- The activity types worth featuring - new listings, posts, events, leads, messages, etc.
- Whether content should be personalized by category, location, or membership type
- Popular resources or evergreen content that can fill quieter weeks
- The one section or action you most want members to revisit regularly

Quick tip: A digest should feel curated, not exhaustive. Feature the activity most likely to earn the next click.

4

Upgrade Offer Email

Connect the upgrade to a result the member actually wants.

COPY + CUSTOMIZE

Create or improve a modern upgrade offer email template for current members. Write benefit-focused copy that explains the practical value and outcomes a higher membership plan can unlock rather than simply listing features. Highlight the strongest reasons to upgrade, include one clear primary call to action to learn more or upgrade, and add a simple option to reply or ask questions. Use a premium, mobile-friendly design that matches my website branding, and only use urgency or promotional language when I provide a real offer or deadline.

Why this email matters

Existing members already understand your brand, so an upgrade email can be one of the highest-intent revenue opportunities. The message is strongest when it connects the next plan to a problem the member already wants to solve.

PRIMARY GOAL

Help the member understand why upgrading is relevant to them and make the next step easy without making the email feel pushy.

Ideas to give BD Butler

- The 2-3 upgrade benefits members care about most
- Pricing, plan differences, or a comparison page to link to
- Member success stories, proof points, or testimonials
- Any real promotion, bonus, or expiration date that should be mentioned

Quick tip: Translate features into outcomes. Show what changes for the member after they upgrade.

5

Inactive Member Re-Engagement

Give inactive members a low-pressure reason to come back.

COPY + CUSTOMIZE

Create or improve a modern re-engagement email template for members who have been inactive for a while. Write friendly, low-pressure copy that reminds recipients why the website is useful, highlights something new or valuable they may want to explore, and gives them one easy reason to return. Include one clear primary call to action encouraging them to log in or visit the website, plus a simple offer to help if they need anything. Use a clean, mobile-friendly design that matches my brand. If updating an existing template, preserve its merge variables and account links.

Why this email matters

Inactive members are easier to win back when the message gives them a fresh reason to care.

Re-engagement emails can recover participation, reduce churn, and remind people why they joined in the first place.

PRIMARY GOAL

Restart the relationship with one useful touchpoint and one easy action - without guilt, pressure, or an overloaded message.

Ideas to give BD Butler

- How long a member should be inactive before receiving this email
- New features, content, listings, resources, or community activity to highlight
- A popular page or resource that gives them an easy way back in
- A genuine incentive, renewal benefit, or special offer if one exists

Quick tip: Give them a reason to return today. "We miss you" is weaker than showing them something useful they can do now.