Scenario: Encouraging a Customer to Renew Before Their Contract Expires

Objective: Drive urgency and secure a renewal commitment.

Best Practices for This Email:

1. **Emphasize the value** – Remind them of their success with your product.
2. **Create urgency** – Mention the expiration date.
3. **Offer assistance** – Address potential concerns before they become deal-breakers.

📩 Email Example: Renewal Reminder with an Offer to Assist

Subject: *[First Name], Let's Ensure a Smooth Renewal Before [Date]*

Hi [First Name],

I hope you're doing well! I wanted to remind you that your **[Product Name] subscription** is set to renew on **[Renewal Date]**, and I'd love to ensure a smooth transition for you.

Since using [Product Name], you've achieved:
 [Key achievement, e.g., a 20% reduction in manual reporting time]
 [Another success metric, e.g., improved team collaboration by automating X process]

To ensure uninterrupted access and continued success, let's connect for a quick renewal check-in. I'm available at:
📅 **[Tuesday, Jan 16 at 10 AM]**
📅 **[Wednesday, Jan 17 at 2 PM]**

Or you can book a time that works best for you here: **[Insert Calendar Link]**

Let me know if you have any concerns—I'd be happy to address them!

Looking forward to continuing our partnership,
[Your Name]

 Why This Works?
1. **Emphasizes past wins** → Reinforces why they should stay.
2. **Creates urgency** → Reminds them of the expiration date.
3. **Removes friction** → Provides easy scheduling options.