

# EMAIL

Use this simple email to offer clients and prospects an inspirational perspective on turning their life-long passions into a new business endeavor.

## SUBJECT

If you've been laid off, I have an idea

## BODY

A screenshot of the email body is on the next page(s).

Hi [CONTACT\_FIRST\_NAME],

Before we dig in, let's look at the facts.

Forbes reported that layoffs went up a whopping 200% in 2023.<sup>1</sup>

We're talking millions of people—worldwide.

I don't say this to scare, but to reassure you that if this feels familiar, you are *very much* not alone.

So, what now?

If you're like some, you'll search, apply, and interview with gusto, jumping back into the workforce at first offer.

Which is smart. This will provide you with the highest short-term relief.

But, go with me here...

What if I could help you transform this shocking situation into a **turning point that changes everything?**

Though the grind of a daily job search often *feels* like full-time work, there can be newfound moments of stillness you'd never have if still chained to your former employer.

The phone stops ringing, messages stop pinging, that 8am meeting no longer pulls focus.

These quiet times could offer you some necessary space to ask yourself one important question:

"What do I *really* want?"

Maybe you've always had a knack for woodworking.

Perhaps you love sailing and, once upon a time, tossed around the idea of becoming an instructor.

No matter your passion, "earning a paycheck" *usually* gets in the way of pursuing what we truly love.

So why not let this layoff be permission to finally capitalize on your genuine interests?

Let's start with a conversation.

Whether it's navigating money matters of the small business world or a casual chat about the markets and realistic entrepreneurial endeavors in 2024—it might be... fun?

And beyond the long-term vision talk, I'm also here to help you design an immediate plan for unemployment.

For example, I can assist you with:

- Health insurance considerations
- Severance questions
- Short-term budgeting
- Retirement and stock options

Whatever the planning context may be, I will do my best to help you feel more financially at ease.

As you continue this journey, may you find strength, peace, and maybe a rare opportunity to do what you love.

Be well,



## TEST FIRST AND LAST NAME

Advisor

Phone: 123-456-7899 | Fax: 123-456-7899

Schedule an Appointment [HERE](#)

BUSINESS NAME | [www.TEST.com](http://www.TEST.com)

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P.S. A layoff isn't the only reason to start a business, hit reply if you want to discuss your entrepreneurial thoughts or need advice on managing your current business. I'll help identify opportunities no matter the market conditions.

Sources:

**SAMPLE ONLY**

1. <https://www.forbes.com/sites/dereksaul/2023/10/05/layoffs-are-up-almost-200-so-far-in-2023-these-industries-hit-hardest/?sh=4192311e1953>

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## LINKS

1. <https://GOOGLE.COM>
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3. <https://www.forbes.com/sites/dereksaul/2023/10/05/layoffs-are-up-almost-200-so-far-in-2023-these-industries-hit-hardest/?sh=4192311e1953>
4. <http://www.snappykraken.com>