## **Client Intro Email Templates**

Below are **7 example client‑intro email templates** tailored for a **house cleaning** business. Feel free to customize service names, dates, links and tone to match your brand and workflows.

**1. Welcome & Onboarding**

**Subject:** Welcome to SparkleClean, [Client Name]!
**Body:**

Hi [Client Name],

Thanks for choosing SparkleClean! We’re excited to make your home sparkle.

\*\*To get started, please:\*\*

1. Confirm your preferred cleaning date/time: [Date A], [Date B], or [Date C].

2. Let us know any special requests (e.g., “focus on kitchen cupboards,” “eco‑friendly products only”).

3. Share any access instructions if you’ll be away (lockbox code, garage opener, etc.).

Once we have this, I’ll send a confirmation and our simple prep checklist so you can get the most out of our visit.

Welcome aboard!

Warmly,

[Your Name]

SparkleClean Coordinator

[Phone] | [Website]

**2. Service Overview & Next Steps**

**Subject:** Here’s What to Expect on Your First Clean
**Body:**

Hi [Client Name],

Welcome! At SparkleClean, our standard house cleaning follows three phases:

1. \*\*Deep Clean (Week 1):\*\* Baseboards, windowsills, grout, high‑dusting.

2. \*\*Maintenance Clean (Ongoing):\*\* Regular vacuum, mop, bathroom/kitchen sanitisation.

3. \*\*Optional Add‑Ons:\*\* Inside refrigerator, oven wipe‑down, interior window wash.

\*\*Next Steps:\*\*

• Reply with your preferred kickoff date/time.

• Let me know if you’d like any add‑ons.

• I’ll send your final appointment details and our “What to Prep” guide.

Looking forward to a fresh, clean home for you!

Best,

[Your Name]

SparkleClean Client Success

[Phone] | [Link to Guide]

**3. Onboarding Questionnaire**

**Subject:** A Few Quick Questions Before We Clean
**Body:**

Hi [Client Name],

Thanks for booking with SparkleClean! To tailor our service, could you please answer:

1. Home size (e.g., 3 bed, 2 bath; approx. square meters):

2. Pets in the home? (Species, number, any special considerations)

3. Any problem areas (stains, mold, hard‑water build‑up)?

4. Preferred entry instructions (lockbox code, garage opener, key location):

Once I have these, I’ll finalize your appointment and send our prep checklist.

Thank you!

[Your Name]

SparkleClean Team

[Phone]

**4. Cleaning Prep Guide Delivery**

**Subject:** Your “Pre‑Clean Prep” Checklist Inside
**Body:**

Hi [Client Name],

As promised, here’s your “Pre‑Clean Prep” guide to help you maximize our visit:

📄 Download: [Pre‑Clean Prep PDF link]

\*\*In this checklist you’ll find:\*\*

• How to clear counters & surfaces

• Where to park our van for easy setup

• Pet containment tips

• Suggested secure storage for valuables

Have questions? Just reply and I’ll help you get ready for a flawless clean!

Cheers,

[Your Name]

SparkleClean Prep Specialist

[Phone] | [Website]

**5. Upsell & Resource Delivery**

**Subject:** Add a Fridge & Oven Wipe‑Down for 20% Off
**Body:**

Hi [Client Name],

Your standard clean is all set—thank you! If you’d like a deeper kitchen refresh, we’re offering \*\*20% off\*\* for:

• Inside refrigerator wipe‑down

• Oven interior cleaning

• Microwave detail

Reply “Add Kitchen Deep‑Clean” and I’ll update your booking and send the invoice.

P.S. Here’s our “Kitchen Maintenance Tips” PDF to keep things fresh between visits: [Link]

Best,

[Your Name]

SparkleClean Services

[Phone]

**6. Appointment Reminder**

**Subject:** Reminder: SparkleClean Arrives [Date] at [Time]
**Body:**

Hi [Client Name],

Just a friendly reminder that SparkleClean will be at your home on:

\*\*[Date] at [Time]\*\*

Please ensure:

• Entry details are set (lockbox/unlock).

• Areas you’d like us to focus on are accessible.

• Pets are secured if needed.

Can’t make it? Reply “Reschedule” and I’ll find a new slot.

See you soon!

[Your Name]

SparkleClean Team

[Phone]

**7. Contract & First Invoice**

**Subject:** Your Service Agreement & Invoice #1001
**Body:**

Hi [Client Name],

Thank you for booking your first clean! Attached you’ll find:

1. \*\*Service Agreement:\*\* Please review and e‑sign.

2. \*\*Invoice #1001:\*\* Due by [Due Date] for our initial deep‑clean package.

Once signed and paid, we’ll lock in your [Date] appointment and send final details.

Any questions? Just hit reply.

Sincerely,

[Your Name]

SparkleClean Owner

[Phone] | [Email]

**Note:** These are **example** emails for a house‑cleaning business—swap in your company name, branding, links and any service‑specific details to make them your own!

**Want more FREE Resources?**

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