*The following are examples of emails you can send out based on the audience you are trying to reach. These are guidelines and can be adjusted to your audience as necessary.*

1st Email – all personas

Subject: Thank you for downloading our brochure for the Diploma in Tech Fundamentals

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| |  | | --- | | Hi << Test First Name >>,  Thanks for downloading our brochure. It will give you a good insight into our Diploma in Tech Fundamentals.  If you’re like the majority of business professionals, understanding code and working with developers is a challenge. It may even be getting in the way when you need to make decisions in your role.  The good news is that you don’t need to be a coder to work efficiently with developers. No, really!  The course is specifically designed for business professionals who want to get to grips with coding and the technologies used in their day-to-day roles.  The brochure should have downloaded automatically, but [here’s a link](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) just in case.  If you'd like to learn more, feel free to contact me anytime by phone or email.  Talk to you soon, | |

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| |  | | --- | |  |     2nd Email – Entrepreneurs  Subject: Why business owners need to know about coding  Hi \*|FNAME|\*,  If you are a business owner with something to sell, you’ll need an online presence.  In the all-prevailing digital age, *head in the sand* just isn’t an option any more.  No doubt you’ll find yourself sitting down with developers at some point. They’ll start talking about code, your eyes will glaze over, and neither of you will come away from the meeting feeling accomplished.  If you’re not on the same wavelength as your developer, you may end up paying over the odds, or even worse, getting a product that doesn’t meet your requirements.  Wasted money and wasted time! There’s nothing worse.  But what if you could learn the language of code in 30 hours? With our Diploma in Tech Fundamentals for Business Professionals, you could have enough high-level knowledge to explain exactly what you need. Sounds good, doesn’t it?  If you want to know more, [click here](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) to review the course brochure or feel free to call me on +353 1 539 4333 for a chat.  Regards,  2nd Email – Finance Professionals  Subject: Why financial professionals need to know about coding  Hi \*|FNAME|\*,  Working in finance heavily depends on analysis, data, and using brilliant software.  Data lets you monitor the dynamics, measure your success and identify new revenue streams. It informs decisions that underpin *everything* you do.  But, here’s the catch: the I.T. people who talk data don’t really speak your language.  They speak code. You talk numbers. It's easy to be bamboozled by tech jargon when you’re talking shop with them.  This is where the ability to communicate with developers is essential. Knowing the language of code means you can explain exactly what you want – which means a more efficient workflow.  Our course will help you understand the challenges your developers are facing so you can get the most out of your team and your financial software – without losing anything in translation.  If you want to know more about the course, [click here](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) to review the brochure or feel free to contact me on the info below.  Regards,   |  | | --- | | 2nd Email – Marketers  Subject: Why marketers need to know about coding  Hi \*|FNAME|\*,  Trust is vital in marketing. But what happens when a client comes to you for an app or website and your response is ‘I’ll have to ask the developer’?  Not exactly a great lasting impression. Being digitally out of your depth just isn’t an option any more.  And even then, how can you tell if a developer is really on top of their brief if you don’t really understand what they’re saying?  This is where an ability to communicate with developers is essential. Knowing the language of code will help you take back control of your project so you can get it over the line faster. Sounds good, doesn’t it?  If you want to know more, [click here](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) to review the course brochure or feel free to contact me on the info below.  Regards,    2nd Email – Project Managers  Subject: Why Project Managers need to know about coding  Hi FNAME  Project Managers are very good at asking incisive questions.  *How soon? How much? How long? How many?*  Is it feasible, scalable or even advisable? Have we a contingency plan?  Vague answers just won’t do. But what happens if you’re working with a software dev and you have no idea what they’re actually talking about? You’ve got the basics, but the basics aren’t enough for a big project.  With technology and software becoming more central to every industry, it's critical for any project manager to have their say on big technology decisions.  Our course will help you speak the language of code so you can understand the technologies being used in your projects. Say goodbye to confusion and stretched budgets!  If you want to know more, [click here](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) to review the course brochure or feel free to contact me on the info below.  Speak soon, |   2nd Email – Recruiters  Subject: Why recruiters need to know about coding  Hi FNAME,  Good recruiters are all ears.  They listen hard to the client’s brief and the candidate’s career story to match the right candidate to the right company.  But most recruiters don’t undersand *code* so listening to tech candidates can be toguh.  The I.T. sector is booming so recruiters need to know what actually makes a good developer. What do candidates really mean when they say they’ve worked with Python or developed apps or have experience in Front End?  Understanding the language of code will help you with client requirements so you can find the perfect candidate for the role.  With a high level understanding of coding, you’ll find great candidates and keep your clients happy. Success!  If you want to learn more, [click here](http://codeinstitute.net/wp-content/uploads/2016/08/Coding-for-Business-Professionals-1.pdf) to review the course brochure or feel free to contact me on the info below.  Speak soon,    3rd Email – All Personas  Subject: What Coding Fundamentals for Business Professionals can do for you   |  |  | | --- | --- | | |  | | --- | | Hi << Test First Name >>,  Coding is the underlying fabric of our digital world. Millions of lines of code are written every year.  Nearly every project involves writing and maintaining source code, planning, prototyping, testing, bug fixing and documentation.  When it comes down to it, do you think you could take control of the project? And with confidence across all sectors – including the incomprehensible language of the I.T. guys?  We started our Diploma in Tech Fundamentals the need for tech literacy in the digital world so people like you can get to grips with the language of coding.  If you’re thinking of enrolling but aren’t quite sure, feel free to [schedule a chat](https://calendly.com/denise-2/) with a member of our team or contact me on the info below.  Regards, | | |