

Email template: Copilot email-drip campaign - Email #1

Subject line:

Upgrade AI & get back to the work that matters

Instructions: Copy and paste the emails below to your prospects to start conversations around Microsoft Copilot with AppDirect. We recommend sending the emails in consecutive order, weekly. This is email #1 of 3. **Personalize the emails and the cadence to make them your own!**

Hi {First name},

I'm reaching out to discuss your team's use of generative AI tools. If you're currently relying on consumer-grade AI applications like ChatGPT or navigating through disjointed tools, it might be time for an AI-stack upgrade.

What is Copilot for Microsoft 365?

Copilot is an AI application that revolutionizes productivity and security, empowering teams to craft compelling content more efficiently. Integrated seamlessly into Microsoft 365 apps, it's a game-changer for productivity.

Check out this [datasheet for Microsoft Copilot](#) to learn why it's the AI choice that allows you to elevate your AI experience while still safeguarding your business. **(Attach the Copilot for Microsoft 365 Datasheet)**

Interested in learning more? I'm partnering with AppDirect, which has Microsoft experts ready to help you unlock the full potential of Copilot. [Explore its capabilities firsthand in our live demo tailored for your environment and Microsoft 365 during a free workshop.](#)

Sincerely,

{advisorName}

{advisorCompany}

Email template: Copilot email-drip campaign - Email #2

Subject line:

Unleash AI's potential: Join our Microsoft Copilot workshop

Instructions: Copy and paste the emails below to your prospects to start conversations around Microsoft Copilot with AppDirect. We recommend sending the emails in consecutive order, weekly. This is email #2 of 3. **Personalize the emails and the cadence to make them your own!**

Hi {First name},

Is your team struggling to keep up with strategic work amidst the constant chatter of communication tools? You're not alone.

Maximize productivity with generative AI

Discover the power of Microsoft Copilot—a powerful and secure AI tool that automates repetitive tasks, enhances content creation, and drives focus on strategic initiatives. Integrated seamlessly into Microsoft 365 apps, it's the productivity boost your team needs.

How I can help—Join our free workshop

Partnering with AppDirect, we're ready to help you unleash Copilot's full potential. Join our free workshop for live demos showcasing Copilot's capabilities within Microsoft 365.

1. Sign up for the [workshop](#)
2. Participate in the workshop with myself and the AppDirect Microsoft specialist
3. After the meeting expect detailed recommendations regarding your Copilot adoption roadmap, and next steps

Next steps

Let's connect in the next week to discuss. [Complete the workshop sign-up form](#), reply to this message, or call me to schedule a meeting.

Interested in learning more first?

Check out this powerpoint that outlines tips for successful “prompting” within AI tools. Prompting is crucial—it ensures clear communication and provides context to AI applications like Copilot, enhancing the quality of responses and aligning with your preferences. **(Attach the Copilot for Microsoft 365 Quick Start Guide)**

Sincerely,
{advisorName}
{advisorCompany}

Email template: Copilot email-drip campaign - Email #3

Subject line:

Elevate AI performance: Sign up, maximize productivity with Copilot

Instructions: Copy and paste the emails below to your prospects to start conversations around Microsoft Copilot with AppDirect. We recommend sending the emails in consecutive order, weekly. This is email #3 of 3. **Personalize the emails and the cadence to make them your own!**

Hi {First name},

I've reached out the past couple of weeks to see if you're interested in upgrading your AI tools with Microsoft Copilot. I haven't heard back - do you have any questions on the emails I sent? I'd love to hop on a call to talk more!

While other AI applications sit outside your tech stack, Copilot for Microsoft 365 seamlessly integrates into the apps your team relies on daily—Microsoft Office, Word, SharePoint, Teams, Outlook, and much more.

Experience enhanced productivity and creativity with Copilot as it streamlines tasks, freeing up time for strategic thinking and business growth. Plus with Microsoft's robust security measures and commitment to responsible AI, you're in control.

Next steps

Ready to talk about it? Let's connect in the next week. [Complete the sign-up form](#), reply to this message, or call me to schedule a meeting.

Sincerely,

{advisorName}

{advisorCompany}

Email template: Copilot email-drip campaign - Security Objections

Subject line:

Prioritize AI security with Copilot: Join workshop to explore best practices

Instructions: **Copy and paste the email below to your prospects who have security concerns around Copilot and AI.** Personalize the emails and the cadence to make them your own!

Hi {First name},

Ready to embrace AI to accelerate productivity, but you're concerned about data security?

Now, you can facilitate your AI company's transformation by seamlessly integrating Microsoft Copilot into the everyday productivity apps utilized by your employees. By combining the power of Large Language Models (LLMs) with your data stored in Microsoft Graph and Microsoft 365 apps, employees can use natural language to turn their words into a powerful productivity tool.

How I can help

As you may recall, I'm partnering with AppDirect to help you unlock Copilot's full potential. Their Microsoft experts can assess your AI readiness and configure data privacy and governance policies in your Microsoft 365 tenant for optimized security.

Join our Copilot for Microsoft 365 workshop to learn more about these opportunities.

How it works:

1. Sign up for the [workshop](#)
2. Join the meeting with myself and the AppDirect Microsoft specialist
3. After expect detailed recommendations and next steps, including valuable insights and best practices for optimizing your cloud environment

Next steps

Let's connect in the next week to discuss. [Complete the sign-up form](#), reply to this message, or call me to schedule a meeting.

Sincerely,

{advisorName}

{advisorCompany}