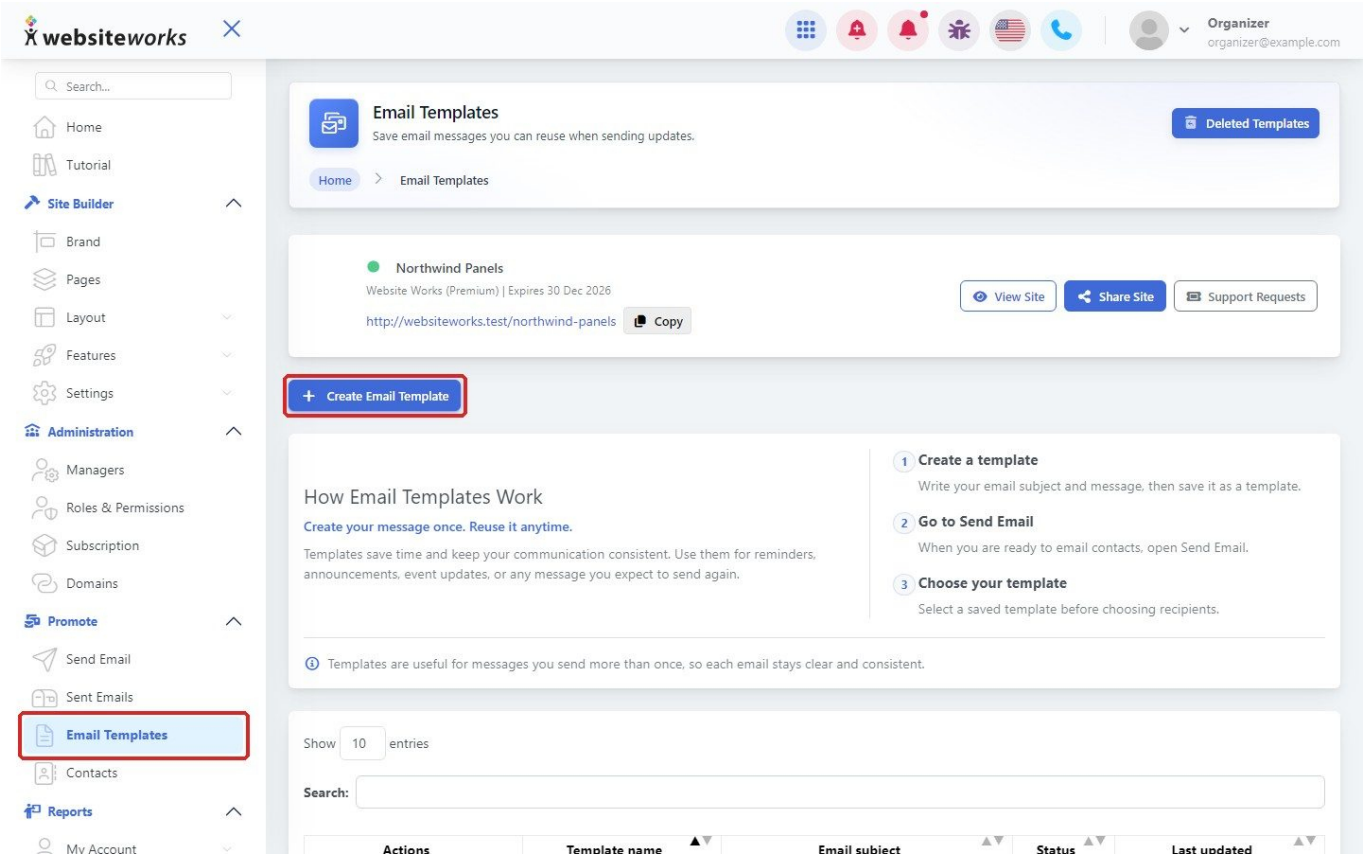
Creating reusable email templates

Category: Email Templates
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Reading Time: 1 min

An email template is a saved message you can send again and again from **Send Email**.

Step 1: Open Email Templates

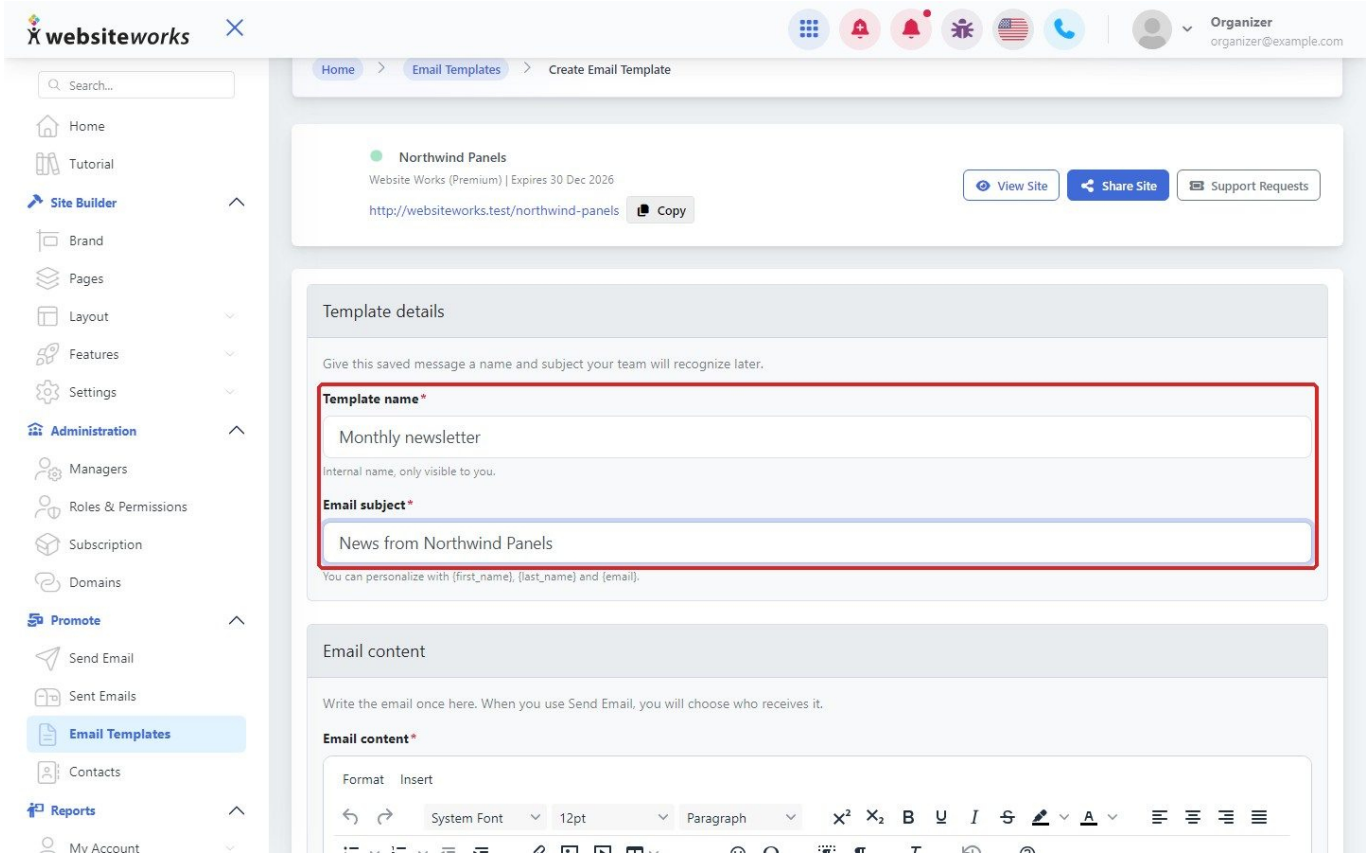
In the menu, click **Promote**, then **Email Templates**. Click **Create Email Template**.



Open Email Templates and click Create Email Template.

Step 2: Name the template and add a subject

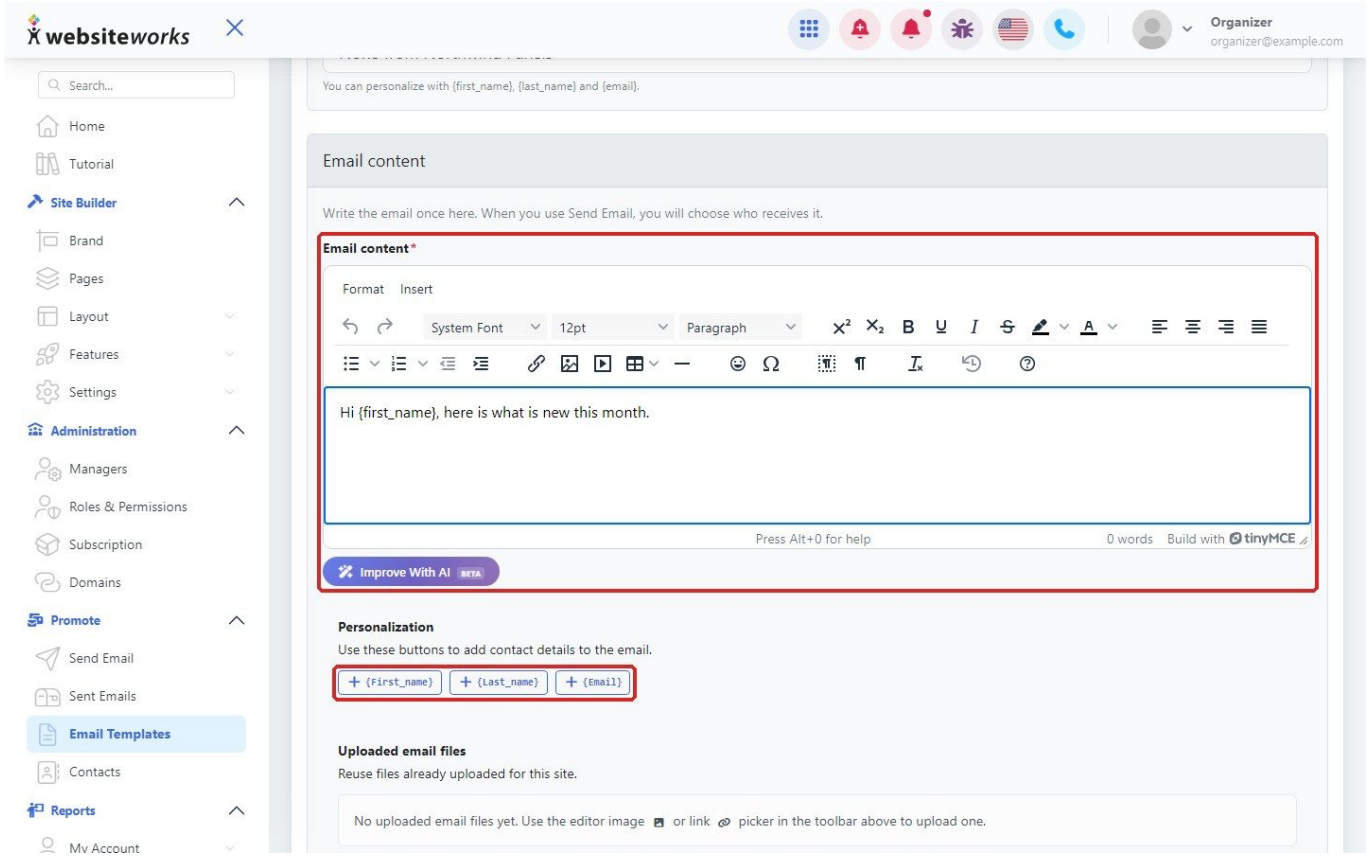
Enter a **Template name**. Only you see it. Then enter the **Email subject** your contacts will see.



Name the template and add the subject.

Step 3: Write the email

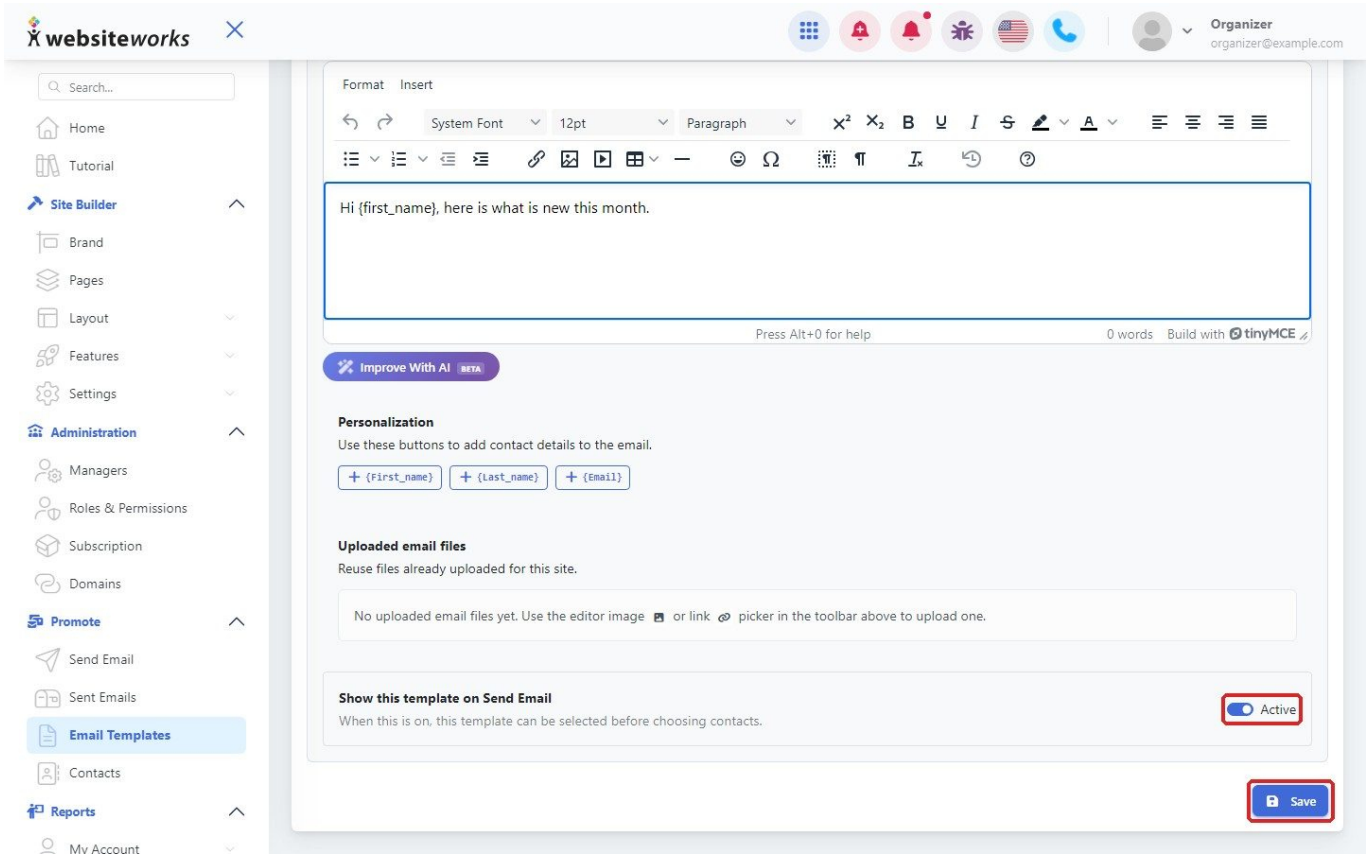
Write your message under **Email content**. You can click **Improve With AI** for help with the wording. Under **Personalization**, click **{First_name}**, **{Last_name}** or **{Email}** to add each contact's details to the email.



Write the message and personalize it.

Step 4: Save the template

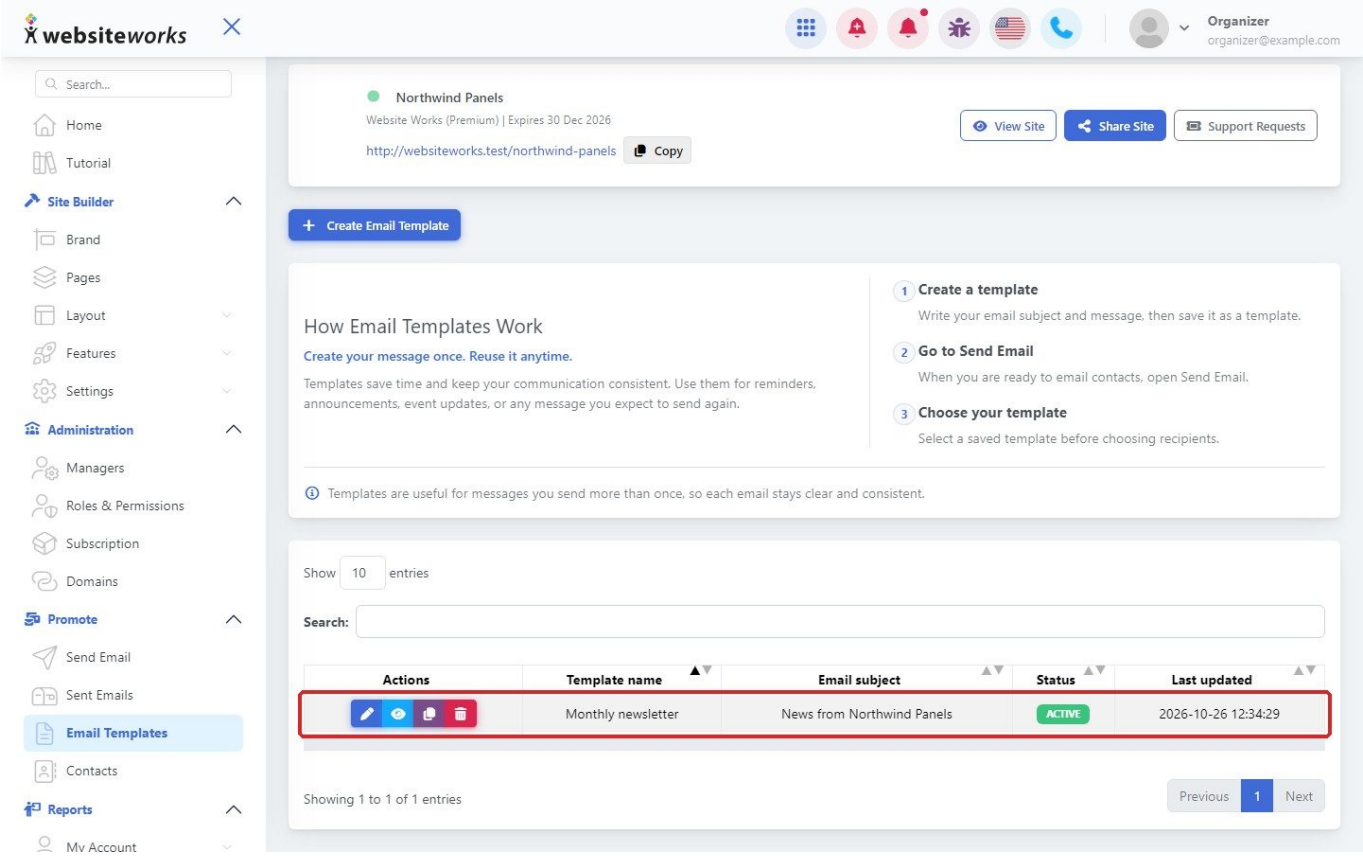
Keep **Active** on so the template can be chosen on Send Email, then click **Save**.



Click Save.

Step 5: Find your templates

Your templates are listed on the Email Templates page. Use the buttons in the **Actions** column to edit, preview, duplicate or delete a template.



Manage your templates from the list.