LetsBe Biz — Email Templates

Waitlist, Onboarding and Lifecycle Templates

Version:	v1.0
Date:	February 26, 2026
Company:	LetsBe Solutions LLC
Contact:	matt@letsbe.solutions

Contents

1. LetsBe Biz — Email Templates

Version: 1.0 **Date:** February 26, 2026 **Owner:** Matt Ciaccio (matt@letsbe.solutions)
Companion docs: Brand Guidelines v1.0, GTM Strategy v1.0, Website Copy
v1.0, Founding Member Program Spec v1.0

1.1 Email Setup

1.1.1 Sending Details

Field	Value
From name	Matt from LetsBe
From address	hello@letsbe.solutions
Reply-to	hello@letsbe.solutions (Matt reads every reply)
Unsubscribe	Required — one-click unsubscribe in footer

1.1.2 Email Tool

Use an open-source, self-hostable email platform with API support. Recommended
options:

Tool	Notes
Listmonk	Go-to choice — lightweight, self-hosted, good templates, API, runs on the LetsBe infrastructure
Mailtrain	More feature-rich, also self-hosted, built on Nodemailer
Mautic	Full marketing automation — heavier, but powerful if you need advanced flows later

1.1.3 Design Style

Lightly designed: Logo header (LetsBe wordmark, small), clean text body in Inter,
one styled CTA button per email (Celes Blue `#449DD1` background, white text), minimal
footer with unsubscribe link and company info. No heavy images, no multi-column
layouts, no background colors. Should look like a well-formatted email from a real
person, not a marketing blast.

1.1.4 Template Structure

```
[LetsBe logo - small, top-left or centered]

[Email body - plain text with occasional bold]

[CTA button - if applicable]

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Matt Ciaccio
Founder, LetsBe Biz
hello@letsbe.solutions

[Unsubscribe] · [LetsBe Biz, LetsBe Solutions LLC]
```

1.2 Sequence 1: Waitlist (Pre-Launch)

Trigger: Visitor submits email on the waitlist form **Goal:** Keep them warm and excited until beta opens **Emails:** 4 **Cadence:** Spread over ~2 weeks

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1.2.1 W1: Welcome to the Waitlist

Send: Immediately after signup **Subject:** You're on the list **Preview text:** Here's what we're building and why.

    Body:

Hey — thanks for signing up. You're now on the LetsBe Biz waitlist.

Here's the short version of what we're building: a private server loaded with 28+ business tools and AI agents that actually do the work — CRM, email marketing, invoicing, project management, file storage, and more. One subscription, one server, one login. Your data stays on your machine.

We're opening paid beta access to the first 100 founding members soon. As a founding member, you'll get double the AI capacity for 12 months at standard pricing.

I'll email you when spots open. In the meantime, if you have questions, just reply to this email — I read everything.

Talk soon, Matt

1.2.2 W2: The Problem We're Solving

Send: Day 4 **Subject:** How much are you spending on SaaS? **Preview text:** Most founders don't add it up.

    Body:

Quick question — have you ever added up what you spend on business tools every month?

CRM. Email marketing. Project management. File storage. Invoicing. Forms. A chat tool. Maybe an AI subscription on top. For most solo founders and small teams, it's somewhere between €100 and €500/month. And none of these tools talk to each other.

That's the problem LetsBe Biz is built to solve. One server with 30+ integrated tools, starting at €45/month for the Build plan. Everything shares data natively — your CRM knows about your invoices, your AI reads your project board, your email marketing pulls from your contact list.

No Zapier. No duct tape. No five-tab juggling act.

More details coming soon. For now, I'd genuinely like to know — how many tools are you currently paying for? Hit reply and tell me. It helps me understand what matters most to you.

Matt

1.2.3 W3: The AI Difference

Send: Day 9 **Subject:** AI that does things (not just talks) **Preview text:** Your AI follows up with leads. For real.

Body:

Most AI tools are chatbots. You ask a question, you get an answer, and then you still have to do the work yourself.

LetsBe Biz is different. Your AI agents connect to every tool on your server and take real action:

- A lead fills out a form → your AI updates the CRM, drafts a follow-up email, and creates a task on your project board
- You say "what's overdue this week?" → your AI scans your projects, invoices, and calendar and gives you a prioritized list
- Every morning → your AI pulls your calendar, CRM notes, and recent emails into a briefing so you start the day prepared

This isn't a demo or a promise. It's how the product works. And every bit of it runs on your server — your data never leaves your infrastructure.

Founding member spots open soon. You'll be the first to know.

Matt

1.2.4 W4: Spots Are Opening

Send: 1–2 days before beta launch (manual trigger) **Subject:** Founding member spots open [day] **Preview text:** 100 spots. Double the AI. First come, first served.

Body:
Quick update — LetsBe Biz founding member spots open on [DAY, DATE].
Here's what founding members get:

- **2× AI tokens** for 12 months — double the capacity, standard pricing
- **Direct access to me** — not a support ticket, an actual conversation
- **Roadmap influence** — your feedback directly shapes what we build next
- **Permanent founding member badge** — you were here first

There are 100 spots. First come, first served. No waitlist for founding membership — when they're gone, they're gone.

[Button: Become a Founding Member →] *(Links to founding member page — button goes live on launch day)*

I'll send one more email when spots are officially live. If you have any questions before then, reply here.

Matt

1.3 Sequence 2: Onboarding (Post-Signup)

Trigger: Customer completes first payment **Goal:** Get them to first value as fast as possible — tools → AI agent → data import **Emails:** 6 **Cadence:** Timed to their signup date

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1.3.1 O1: Welcome — You're In

Send: Immediately after payment **Subject:** Welcome to LetsBe Biz **Preview text:** Your server is being set up right now.

Body:
You're in. Welcome to LetsBe Biz[, and welcome as Founding Member #XX].

Your server is being provisioned right now — this usually takes 10–25 minutes. You'll get an email with your login details as soon as it's ready.

While you wait, here's what to expect in the next few days:

1. **Today:** Your server goes live. Log in and look around — your tools are already installed.
2. **Tomorrow:** I'll send you a guide to setting up your first AI agent.
3. **This week:** Tips on connecting your existing data (contacts, emails, files).

If anything looks off or you have questions, reply to this email. I read everything and I respond fast — especially for early users.

[If founding member: You're one of the first [XX] people to trust LetsBe with their business. That means a lot. I'm going to make sure this works for you.]

Matt

1.3.2 O2: Your Server Is Live

Send: When server provisioning completes (~10–25 min after payment) **Subject:** Your server is ready **Preview text:** Log in and take a look around.

> **Body:**
> Your LetsBe Biz server is live. Here's how to get in:
> **Dashboard:** [LOGIN_URL] **Username:** [EMAIL] **Temporary password:** [TEMP_PASSWORD] *(change this on first login)*
> Take 5 minutes to look around. You'll see your tools in the sidebar — CRM, email, project management, files, and everything else. It's all pre-installed and connected.
> Don't worry about setting everything up perfectly right now. Tomorrow I'll walk you through the thing that makes LetsBe different: your AI agents.
> **[Button: Log In to Your Server →]**
> Matt

1.3.3 O3: Your First AI Agent

Send: Day 1 (24 hours after signup) **Subject:** Set up your first AI agent (5 min) **Preview text:** This is the part where it gets interesting.

> **Body:**
> Your server's been running for a day. Time to meet the reason LetsBe exists: your AI agents.
> Here's how to set up your first one — it takes about 5 minutes:

1. **Open the AI panel** from your dashboard sidebar
2. **Choose a preset:** Start with "Balanced" — it handles most day-to-day tasks efficiently
3. **Give it a task:** Try something real. Examples:

   - "Check my CRM for any contacts I haven't followed up with in 2 weeks"
   - "Summarize my project board — what's overdue?"
   - "Draft a follow-up email to [contact name] about [topic]"

4. **Watch it work.** Your AI reads your tools, thinks through the task, and takes action — or asks for your approval first, depending on the task.

> The key difference: this isn't a chatbot. Your AI is connected to your actual CRM, your actual project board, your actual email. It works with real data.
> Start with one task. See how it feels. Tomorrow I'll show you how to make it even more useful.
> **[Button: Open Your AI Panel →]**
> Matt

1.3.4 O4: Three Things to Try This Week

Send: Day 3 **Subject:** 3 things to try this week **Preview text:** Quick wins to see what your server can do.
Body:
You've had your server for a few days now. Here are three things worth trying this week — each takes 5–10 minutes and shows you a different side of what LetsBe can do:

1. Import your contacts Go to CRM → Import and upload a CSV of your existing contacts. Your AI can now reference them by name, track follow-ups, and draft personalized emails. Even 20–30 contacts makes a big difference.

2. Set up a morning briefing Ask your AI: "Every morning at 8am, give me a summary of today's calendar, any overdue tasks, and CRM contacts I should follow up with." It'll create a recurring briefing that hits your dashboard (and email, if you want).

3. Create your first automation Go to Automations and set up a simple workflow: "When a new contact is added to CRM → create a task to send an intro email within 2 days." This is where the integrated tools really shine — no Zapier needed.

If you get stuck on any of these, reply and I'll walk you through it.
Matt

1.3.5 O5: Check-In

Send: Day 7 **Subject:** How's it going? **Preview text:** Genuinely want to know.
Body:
It's been a week since you set up your LetsBe server. I want to check in — how's it going?

A few questions I'd love your honest answers on:

- **What's working well?** Anything that surprised you or made your day easier?
- **What's confusing or broken?** I want to know about rough edges — that's how we fix them.
- **What's missing?** Any tool or feature you expected to see but didn't?

There's no wrong answer. You're one of the first people using this, and your feedback directly shapes what we build next. [If founding member: That's literally part of the founding member deal — your input matters.]

Just hit reply. Even a one-line answer helps.
Matt

1.3.6 O6: Power User Tips

Send: Day 14 **Subject:** 4 things most people don't find on their own **Preview text:** Hidden features your server already has.

    Body:

You've been on LetsBe for two weeks. Here are a few things most new users don't discover on their own:

    AI presets matter. "Basic Tasks" is fast and cheap on tokens — use it for quick lookups and sorting. "Complex Tasks" is thorough — use it for analysis, long-form writing, and multi-step reasoning. "Balanced" is the default for a reason, but switching presets for the right task makes your tokens go further.

    Your tools share data automatically. When you update a contact in CRM, your email marketing, invoicing, and AI all see the change instantly. No syncing, no waiting. Try it — edit a contact's email in CRM, then check their invoice record.

    Automations can chain. You're not limited to "if this, then that." Build multi-step workflows: form submission → CRM update → AI drafts welcome email → task created for follow-up call → calendar event suggested.

    Your AI learns context. The more you use it, the better it understands your business. It reads your CRM, your project history, your email patterns. After a few weeks, it drafts emails that sound like you and prioritizes tasks the way you would.

    [Button: Open Your Dashboard →]

Questions? You know the drill — reply here.

Matt

1.4 Sequence 3: Win-Back (Waitlist → Non-Converter)

Trigger: Waitlist subscriber hasn't signed up 7 days after beta opens **Goal:** Gentle nudge with honest urgency (100-spot cap) **Emails:** 2

1.4.1 WB1: Still Thinking About It?

Send: 7 days after beta opens **Subject:** [XX] founding member spots left **Preview text:** No pressure. Just an update.

    Body:

Hey — quick update. We opened LetsBe Biz founding member spots [X days] ago, and [XX] of 100 spots have been claimed.

I know signing up for something new takes a minute to think about. So here's a quick recap of what founding members get:

- **2× AI tokens for 12 months** at standard pricing
- **28+ business tools** on your own private server
- **Direct access to me** for questions, feedback, and support

- **A 14-day money-back guarantee** if it's not for you

No pressure. But if you've been meaning to try it, the spots are going.
[Button: See Founding Member Details →]
Matt

1.4.2 WB2: Last Nudge

Send: 14 days after beta opens (only if <20 spots remain) **Subject:** Founding member spots are almost gone **Preview text:** Under 20 left.
   Body:
   Last update on this — there are fewer than 20 founding member spots left out of 100. Once they're gone, the program closes permanently.
   If you've been on the fence: the 14-day money-back guarantee means you can try it risk-free. If it's not right for you, full refund, no questions.
   [Button: Become a Founding Member →]
   After this, I won't email you about founding membership again. You'll stay on the list for product updates and can sign up at standard pricing anytime.
   Matt

1.5 Template 4: Founder Update Newsletter

Trigger: Manual send, bi-weekly cadence **Goal:** Keep all subscribers (waitlist, customers, churned) engaged with what's being built **Audience:** Everyone on the mailing list

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1.5.1 Newsletter Template

Subject line formula: "[What happened] + [what's coming]" Examples: - "Three features shipped + what's next" - "AI agents got smarter this week" - "Your server just got faster" - "What 50 founding members taught us"
   Body structure:
   Hey —
   [One-paragraph personal note from Matt. What's on your mind, what you're excited about, what you learned this week. Keep it real — 2-4 sentences.]
   What we shipped
   [2-4 bullet points. Each bullet: feature/change name + one sentence on what it means for the user. Be specific — "AI agents now draft follow-up emails based on your CRM notes" not "Improved AI capabilities."]
   What's coming

[1-2 sentences about what you're working on next. Give people something to look forward to without over-promising.]

One thing I'd love feedback on

[Optional — include when you genuinely want input. Ask one specific question, not a vague "any thoughts?" Makes people feel like their reply matters.]

[Button: Log In to Your Server →] *(For non-customers, this links to the home-page or pricing page instead)*

Matt

1.6 Sequence 5: Founding Member Lifecycle

Trigger: Automated based on founding member dates **Goal:** Manage the 12-month transition smoothly

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1.6.1 FM1: 30-Day Expiry Warning

Send: 30 days before founding member benefit expires **Subject:** Your founding member benefit expires in 30 days **Preview text:** Here's what changes (and what doesn't).

Body:

Hey — heads up that your founding member 2× AI tokens expire on [DATE]. After that, your monthly allocation returns to the standard amount for your [TIER] plan: ~[STANDARD_TOKENS] tokens/month.

What changes: - Your AI token allocation goes from ~[FM_TOKENS]/month to ~[STANDARD_TOKENS]/month

What stays the same: - All your tools, data, and server — nothing changes there - Your founding member badge — that's permanent - Your access to me for questions and feedback - Your subscription price and plan

If you've been consistently using more than ~[STANDARD_TOKENS] tokens/month, you might want to consider upgrading your tier. [See plan options →]

Want more time at 2×? If you refer new customers, each referral adds an extra month of 2× tokens (up to 6 months). [Your referral link: letsbe.biz/r/CODE]

Matt

1.6.2 FM2: Expiry Day

Send: Day of founding member benefit expiration **Subject:** Thank you, Founding Member #[XX] **Preview text:** Your 2× tokens end today. Everything else stays.

Body:

Today your founding member benefit officially ends. Your AI token allocation returns to the standard ~[STANDARD_TOKENS]/month for your [TIER] plan.

I want to say thank you. You were one of the first [100] people who trusted LetsBe Biz with their business. Your feedback, your patience with early bugs, and your willingness to bet on something new — that shaped what this product became.

Your founding member badge stays on your account permanently. You were here first, and that matters.

Everything else stays exactly the same — your tools, your data, your server, your subscription.

If you ever need more AI capacity, you can upgrade your tier or purchase additional tokens anytime. And I'm still just an email away.

Matt

1.7 Transactional Emails (Brief)

These are system-triggered, not marketing sequences. Keep them short and functional.

Email	Trigger	Subject	Key content
Payment receipt	Successful charge	"Your LetsBe Biz receipt — [MONTH]"	Amount, plan, period, link to dashboard
Payment failed	Charge fails	"Payment issue with your LetsBe Biz account"	What happened, how to fix it, 7-day retry window
Plan upgrade	Customer upgrades tier	"You're now on [TIER]"	New allocation, price, effective date
Plan downgrade	Customer downgrades	"Plan change confirmed"	New allocation, effective next billing cycle
Password reset	User-initiated	"Reset your password"	Reset link, 1-hour expiry, security note
Referral success	Referred customer pays	"Your referral signed up!"	+1 month of 2× tokens, new end date, total referrals
Account cancellation	Customer cancels	"We've cancelled your subscription"	Last active date, 30-day data export window, how to reactivate

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1.8 Email Metrics to Track

Metric	Benchmark	Action if below
Open rate (waitlist)	>40%	Test subject lines, check deliverability

Metric	Benchmark	Action if below
Open rate (onboarding)	>50%	Review send timing, subject line clarity
Click rate	>5%	Improve CTA copy and placement
Reply rate (check-in)	>10%	Make the ask more specific or easier
Unsubscribe rate	<0.5% per email	Reduce frequency or improve relevance
Waitlist → founding member conversion	>15%	Improve W4 urgency or founding member value prop

All copy follows Brand Guidelines v1.0. Tone: founder-to-founder, specific, no hype. Every email should feel like it was written by a person, not generated by a tool.