Example email to recruit teachers

**Subject line:** [Benefit here] for your feedback (i.e. £100 voucher for your feedback)

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Dear [First Name],

Feedback from teachers and students is central to our mission here at [Company Name].

It is incredibly important for us to regularly review the impact of our [books / products]; how they are supporting teachers and students and what we can do to improve them in the future.

As a valued customer of [Company/Product Name], I would like to invite you to take part in a 15-minute phone call to gather your feedback.

We would love to hear why you chose it for your students and how it has helped in your teaching, as well as any improvements we can make. As a thank you for taking part, we would like to offer you [benefit here] for your school.

We would like for the phone call to take place [date], [date] or [date], if any of these suit you.

If you are interested, please reply by [deadline] with:

- a date/time that suits you from those provided above
- a contact telephone number
- one sentence about why you love using [product name]

I look forward to hearing from you.

Best wishes,

[Insert name and job title]