Email 1: Introductory Email

Hi FNAME,

Have you been curious about the cost savings you might enjoy if you were to invest in solar at your place?

Or perhaps you’ve wondered when the price of solar batteries will come down, so you can produce your own solar energy to store and use, including during night times and outages?

You’re a valued <subscriber/ member/ customer> of <partner name> and we’ve got an exciting announcement for you today.

We are teaming up with WA based clean energy company Plico to make solar + battery solutions as affordable for as many of our <subscribers/ members/ customers> as possible.

Partnering with Plico, who have their roots firmly placed in our great State, not only allows us to bring you an exclusive offer but provides the opportunity to help you out with the cost of energy in your home or business, while giving our beautiful planet a helping hand.

**Starting from $30.90 per week,** you can enjoy capturing, storing and using your own clean energy with your Plico solar + battery solution. Plico makes it accessible with no big upfront costs and provides servicing and maintenance for the 10 years you’re with them.

Plus, because they’re friends of ours, they’re going to **waive the $250 membership fee** when you join.

Simply click here to enter your details and they’ll be in touch to calculate your potential cost savings and answer any questions you have. It’s obligation-free – why not find out more?

We couldn’t be happier about bringing this offer to you.

Email 2 Solar Savings

Headline: Enjoy 24/7 solar savings with a Plico solar + battery solution

What if you could power your home and save money at the same time? With the increases in electricity and gas currently seen across the country and cost of living on the rise, it almost sounds too good to be true. It doesn’t have to be - a solar + battery solution can be your answer.

If your electricity bills are around $350 a month or more, a Plico solar + battery solution is an immediate win. Starting from $30.90 per week (with no big upfront cost), you’ll get solar panels, a solar battery, servicing and maintenance for 10 years and access to your energy during day, night and during blackouts.

Not only is a solar + battery solution an investment in our beautiful planet by way of generating clean energy, but it’s an investment in an asset for your home. You stand to save money in the short term on energy bills, and it adds value to your home. And if you already have solar, adding a Plico battery starts from just $19.90 per week.

Because WA based Plico are friends of ours, they’re going to **waive the $250 membership fee** when you join. Click here to speak to the switched-on people at Plico to find out exactly how much you can save on your energy bills.

Email 3 Blackout Protection

Headline: Beat Blackouts with a Plico solar + battery solution!

It’s an unfortunate truth that the incidences of blackouts in WA are on the rise. Did you know that a solar + battery solution can keep you connected during a blackout? You could be the envy of your neighbours by being the only home with the lights left on during the next blackout.

When you join Plico, a proud WA clean energy company, you can continue to use your generated energy in the event of a blackout. Your system provides energy from your panels (if they are generating) and the battery through your back up circuit, which can power all the essentials in your home. You can use anything that is connected to the back-up circuit, which will draw from your battery or straight from your solar panels if the sun is shining. Most often it includes your fridge, lighting, TV and modem.

Blackouts are one reason why solar panels alone only do half the job. Standard grid-connected solar systems (solar panels only) stop operating in the event of a blackout. The Plico solar + battery solution uses a smart hybrid inverter with DC coupled batteries, which allows the system to operate like an off-grid system in the event of a blackout.

Our friends at Plico want to make it even easier to keep your lights on so they’re **waiving the $250 membership** when you join. Just click here to fill out your details and speak to the switched-on people at Plico.