**DEER ISLE BEACON**

**“FINAL EMAIL” TEMPLATE FORMS**

The FINAL EMAIL Template Form below should be filled out when the email content, formatting, etc is finalized and is being sent to us for processing and a Sender does not already have their own fully formatted FINAL EMAIL template. If the Sender has their own formatting, we will undertake our best efforts to replicate it.

The areas in the Template Form that are not highlighted are standard parts of the email and are included in all emails even when a Sender has their own FINAL EMAIL Template format.

The highlighted areas, or their equivalent when a sender has their own format, need to be supplied by all Senders.

If a Sender wants a specific email design (ie: logos, borders, bold/not bold text, colors, fonts, etc), the Sender should insert or describe them in the FINAL EMAIL Template Form and place them where they should be placed in the Form if it’s something that requires placement.

See Folder “Launch>Email Templates” for some examples for email designs.

If the design is not described to us / us are not able to guess.

Prior to sending the Sender will receive a Test Email and the person(s) indicated in Form 3 as the E-Mail Template Approval Contact will have to approve it prior to being sent.

Some standard design choices unless otherwise specified:

|  |  |  |
| --- | --- | --- |
| **DESIGN**  **CHOICE** | **STANDARD**  **DESIGN** | **INDICATE SENDER CHOICE IF DIFFERENT FROM STANDARD**  **or**  **INDICATE IN EMAIL CONTENT IN FORM** |
| Font Size – Email Body | 14p |  |
| Font Size - Disclaimer | 8pt |  |
| Font Type | Helvetica |  |
| Font Color (use RGB Numbers) | Black (0/0/0) |  |
| Border Color (use RGB Numbers) | Black (0/0/0) |  |
| Justification - Paragraph | Left |  |
| Justification - Short Bullet | Left |  |
| Spacing – Between Paragraphs | 1 Row |  |
| Spacing – Between Bullets | 1 Row |  |

Describe any Additional Design Instructions & Replace this Text

**IF THE FINAL EMAIL TEMPLATE FORM IS DELIVERED AND CHANGES AE MADE INCLUDING TO TEST EMAILS - IT IS LIKELY THAT THE EMAIL SEND WILL BE DELAYED SINCE ALL CHANGES REQUIRE AN INTERNAL PROCESS.**

**TEST EMAILS ARE SENT TO YOU TO MAKE SURE NO MISTAKES WERE MADE – THEY ARE *NOT SENT FOR EDITING PURPOSES*.**

**HARD COPIES OF ALL LINKS SHOULD BE SENT TO DEER ISLE PRIOR TO THE MAILING**

**“FORMAL: PERSONAL” FINAL EMAIL TEMPLATE FORM**

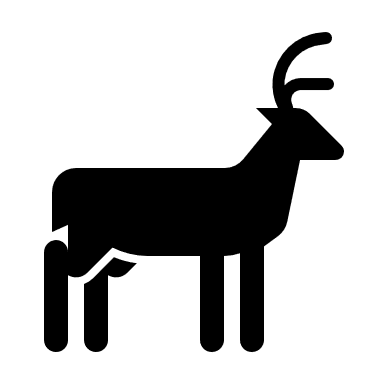
To: [Recipient Email Address]

From Shadow Email]

Date: [Date Sent]

Subject: Click or tap here to enter text.

Date



Replace Logo

Insert Salutation and Replace this Text [Recipient First Name],

Insert EMAIL Content & Replace this Text

|  |  |  |  |
| --- | --- | --- | --- |
| **Yes, I’m Interested**  **[quick response directed to Sender shadow email]** | **Not now, Keep me in the loop**  **[quick response directed to Sender shadow email]** | **Not interested**  **[quick response directed to Sender shadow email]** | **Not Applicable to my firm**  **[quick response directed to Sender shadow email]** |

insert Closing & Replace this Text

Insert Sender First Name/Last Name & Replace this Text

Insert Sender Title & Replace this Text

Insert Company Name & & Replace this Text

Insert Company Address & & Replace this Text

Insert Sender Phone Number & & Replace this Text

Insert Sender Shadow Email Address & & Replace this Text

|  |
| --- |
| Disclaimer |
| Insert Sender Disclaimer and Replace this Text |
| Unsubscribe from this Opportunity |

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| This communication is for informational purposes only. It is not intended as negotiating, structuring advice nor is it an offer or solicitation for the purchase or sale of any financial instrument. It is expressly understood that any comments or statements are not intended to be advice that can be construed to be offering capital provider solicitation assistance. It is also expressly understood that to the extent that any communication relates to any usage of the D.I.G. Beacon technology, Deer Isle Group, LLC and its subsidiaries make no representation that the advice would be or could be helpful in attracting potential capital providers. Any capital seeker that uses the D.I.G, Beacon technology understands and agrees that it is making its own outreach and it is using its own brand, message and decisions about the type and content of the outreach. Any comments or statements made herein do not necessarily reflect those of Deer Isle Group LLC, and its subsidiaries. This transmission may contain information that is privileged, confidential, legally privileged, and/or exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or use of the information contained herein (including any reliance thereon) is STRICTLY PROHIBITED. Although this transmission and any attachments are believed to be free of any virus or other defect that might affect any computer system into which it is received and opened, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by Deer Isle Group, LLC, and its subsidiaries, as applicable, for any loss or damage arising in any way from its use. If you received this transmission in error, please immediately contact the sender and destroy the material in its entirety, whether in electronic or hard copy. Thank you. |

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| Unsubscribe from Deer Isle Beacon |
| Powered By |
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**“INFORMAL”(“No Format”) FINAL EMAIL TEMPLATE FORM**

To: [Recipient Email Address]

From Shadow Email]

Date: [Date Sent]

Subject: Click or tap here to enter text.

Insert Salutation and Replace this Text [Recipient First Name],

Insert EMAIL Content & Replace this Text

|  |  |  |  |
| --- | --- | --- | --- |
| **Yes, I’m Interested**  **[quick response directed to Sender shadow email]** | **Not now, Keep me in the loop**  **[quick response directed to Sender shadow email]** | **Not interested**  **[quick response directed to Sender shadow email]** | **Not Applicable to my firm**  **[quick response directed to Sender shadow email]** |

insert Closing & Replace this Text

Insert Sender First Name/Last Name & Replace this Text

Insert Sender Title & Replace this Text

Insert Company Name & & Replace this Text

Insert Company Address & & Replace this Text

Insert Sender Phone Number & & Replace this Text

Insert Sender Shadow Email Address & & Replace this Text

|  |
| --- |
| Disclaimer |
| Insert Sender Disclaimer and Replace this Text |
| Unsubscribe from this Opportunity |

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| This communication is for informational purposes only. It is not intended as negotiating, structuring advice nor is it an offer or solicitation for the purchase or sale of any financial instrument. It is expressly understood that any comments or statements are not intended to be advice that can be construed to be offering capital provider solicitation assistance. It is also expressly understood that to the extent that any communication relates to any usage of the D.I.G. Beacon technology, Deer Isle Group, LLC and its subsidiaries make no representation that the advice would be or could be helpful in attracting potential capital providers. Any capital seeker that uses the D.I.G, Beacon technology understands and agrees that it is making its own outreach and it is using its own brand, message and decisions about the type and content of the outreach. Any comments or statements made herein do not necessarily reflect those of Deer Isle Group LLC, and its subsidiaries. This transmission may contain information that is privileged, confidential, legally privileged, and/or exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or use of the information contained herein (including any reliance thereon) is STRICTLY PROHIBITED. Although this transmission and any attachments are believed to be free of any virus or other defect that might affect any computer system into which it is received and opened, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by Deer Isle Group, LLC, and its subsidiaries, as applicable, for any loss or damage arising in any way from its use. If you received this transmission in error, please immediately contact the sender and destroy the material in its entirety, whether in electronic or hard copy. Thank you. |
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| Unsubscribe from Deer Isle Beacon |
| Powered By |
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**“INFORMAL (“No Format”): FORWARD” FINAL EMAIL TEMPLATE FORM**

To: [Recipient Email Address]

From Shadow Email]

Date: [Date Sent]

Subject: Click or tap here to enter text.

Insert Salutation and Replace this Text [Recipient First Name],

Insert EMAIL Content & Replace this Text

insert Closing & Replace this Text

Insert Sender First Name/Last Name & Replace this Text

|  |  |  |  |
| --- | --- | --- | --- |
| **Yes, I’m Interested**  **[quick response directed to Sender shadow email]** | **Not now, Keep me in the loop**  **[quick response directed to Sender shadow email]** | **Not interested**  **[quick response directed to Sender shadow email]** | **Not Applicable to my firm**  **[quick response directed to Sender shadow email]** |

*[INSERT PREVIOUS EMAIL THAT IS BEING FORWARDED INCLUDING FORMATTING (borders, etc), CAPITAL SEEKER AND DEER ISLE DISCLAIMERS AS WELL AS UNSUBCRIBE FROM OPPORTUNITY/UNSUBSCRIBE FROM BEACON BUTTONS AND POWERED BY DEER ISLE LOGO]*