

Licensee Engagement Email

The purpose of this email is to (1) remind licensees their renewal date is approaching, (2) help them reach compliance, and (3) activate their free CE Broker account. This email is based on data from over 5 million emails that show that short, clear email content is the most effective way to get licensees engaged and reach compliance on time.

Audience: Licensees in their renewal window.

Subject Line: Your [*Profession Name*] renewal is approaching

Hello [*Name*],

CE Broker is the [*Board Name*]'s official CE compliance system.

Your [*Profession Name*] license expires on [*License Renewal Date*].

Visit CE Broker to check your CE compliance status.

Call To Action: Get your status

As we receive feedback from licensees, we may make small improvements to the wording or structure of this email to ensure our communication is as effective as possible.

Example Email:

The generic italicized text in this example will be personalized to each email recipient.

[
Your
logo
here
]



Hello [*Name*],

CE Broker is the [*Board Name*]'s official CE compliance system.

Your [*Profession Name*] license expires on [*License Renewal Date*].

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[Get your status](#)

Need help?

Email us at support@cebroker.com or visit our [support center](#).



CE Broker is the official tracking system for boards and associations across the nation.

