

## B2B Email

### **SUBJECT: Buffer yourself against end-of-year stress**

Hi [FIRSTNAME], I'm Joel Gascoigne, founder and CEO of the social media scheduling application Buffer. I want to share a couple of tips on how to optimize your time this holiday season.

But, first, I have a confession to make: the end of the year stresses me out.

OK, maybe that's not an exciting confession, but if you're like me, you probably feel the same way—product launches, closing out projects, budget meetings, performance reviews, communicating with stakeholders, on-boarding new customers... Not to mention your regular work, shopping for gifts, and holiday parties.

The list seems to grow year after year, and, like me, you may feel pulled in competing directions.

For me, the key to managing my stress is to find ways to streamline and gain back some time.

Don't laugh, but one way I've found to simplify my life is with 7-layer dip.

Yep, I'm talking about those luscious layers of refried beans, guacamole, salsa, sour cream, cheese, tomatoes, and black olives (with my secret recipe seasonings).

Remember all those holiday parties? By using a tried-and-true crowd-pleaser like 7-layer dip, which takes only minutes to prepare, I have one less thing to worry about.

So, tip #1 this holiday season is to find a fast and easy appetizer, like 7-layer dip, to take to your social commitments. It's a reliable way to optimize your time.

My second surefire tip to help you optimize your time is [Buffer for Business](#).

My company, Buffer, works with thousands of companies every year. And, over and over, businesses tell us they recognize the importance of social media in building their brand. Yet these same

---

businesses tell us they post infrequently because they are too busy to maintain a consistent social media presence.

But consistency is VITAL when potential customers are out searching for products and services like yours.

With Buffer for Business, it takes only a few moments to queue up a week or more worth of posts. You can publish something every day that grows your business, whether you're thinking about it or not. That frees you up for more pleasant tasks, like making my secret-recipe dip.

Like with 7-layer dip, the only wrong way to do it is NOT to do it.

If your company wants to maintain an active social media presence, [let Buffer for Business manage your social posts](#) while YOU manage your social calendar.

Wishing you Happy Holidays and a productive and stress-free end-of-year,

*Joel*

P.S., Just one more thing. Not only is Buffer for Business a great way to manage end-of-year stress, but it's also useful year-round for keeping your business top-of-mind and freeing up your time to handle more critical tasks.

So, lighten your stress this holiday season and all year round by [checking out Buffer for Business now](#).

And remember, it only takes minutes to produce greatness.