Email template for inviting customers to interviews

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**Variant #1**

Hey [NAME],

I’m reaching out to a few of our [ insert > recent customers] to get a stronger sense for how people like you are using [PRODUCT].

Any chance you’d be up for sharing your experiences using [PRODUCT]? It’d be an easy 30-minute chat. No trick questions :)

If so, feel free to choose the time that works best for you here [insert link to your scheduling tool, if you’re using one], and I’ll give you a call then.

Thanks,  
[YOUR NAME]

**Variant #2 - Incentive**

Subject: want a $50 Amazon gift card?

Hey [NAME],

Any chance you’d be up for sharing your experiences using [PRODUCT]?

It’d be an easy 30-minute chat and we’ll give you a $50 Amazon gift card.

If you’re interested, just reply “yes” to this email.

Thanks,  
[YOUR NAME]