

Ready to Send — Email Copy

INTERNAL · paste and go. No em dashes, no AI tells, written to be read on a phone.

Rules applied throughout: short lines, one idea per paragraph, the fear in the first sentence, one link, one ask. Nobody reads a second paragraph on a phone unless the first one landed.

Replace [FIRM] with the company name. Replace [LINK] with the product page. Send Tuesday to Thursday, morning.

Strand 1 — Health and safety

1a. Abrasive wheels, cold, first touch

Subject: [FIRM] and the abrasive wheels paperwork

Hello,

Quick question about [FIRM]. If an HSE inspector asked you today to show that the person using your angle grinder is competent to mount a wheel, could you produce it in writing?

Most firms cannot. They have a certificate from a course somebody went on years ago and nothing else. No risk assessment, no practical assessment on their own machine, and no written authorisation.

The 1970 Abrasive Wheels Regulations were revoked. PUWER replaced them, and what it wants now is demonstrable competence.

I have put together the whole thing as a document pack. Risk assessment, the training session your own supervisor delivers, the test, the practical assessment record and the written authorisation. Eleven documents. £79 for the whole firm however many people you have, and it is yours permanently.

For comparison, an online course for ten people is about £246 and only covers the awareness part.

[LINK]

Ade Whetton
PHW Services

1b. Silica, timed to the campaign

Subject: HSE are inspecting firms cutting stone right now

Hello,

HSE has over a thousand inspections running on firms that cut stone, concrete and worktops. They have already ordered firms to stop work and they have said plainly that dry cutting has to stop.

If they walk into [FIRM] this month, the first three things they will ask for are your silica risk assessment, your face fit test records and your health surveillance.

If any of those is missing, that is an improvement notice at best.

I have built the pack that covers it. Risk assessment, dust control, RPE and face fit, health surveillance, the training session and the records. £79 for the whole firm, permanently.

[LINK]

Ade Whetton

PHW Services

Send this one FIRST. Highest return per email of anything on the list.

1c. Vehicle marshal, for yards

Subject: The bit of your yard paperwork that is usually missing

Hello,

24 workers were killed by a moving vehicle at work last year. Second only to falls from height.

The one that catches people out is the banksman. Most yards have someone who does it because they have always done it, and nothing written down at all. No training record, no assessment, no authorisation.

If that person is hurt, or somebody else is, the first question is what you did to make sure they were competent.

The pack covers it properly. Risk assessment, the signals, where to stand, the training session, the test, the practical assessment and the written authorisation. Eleven documents, £79 for the whole firm.

[LINK]

Ade Whetton

PHW Services

1d. Follow up, seven days later

Subject: Re: [previous subject]

Hello,

Following up on the note last week.

I will keep it short. The reason I am contacting firms like [FIRM] is that the gap is almost always the same one: written authorisation. Everybody has a certificate somewhere. Almost nobody has the document that names the person and the equipment and says they are authorised to use it.

That is the one an inspector asks for.

£79, whole firm, same day download. If it is not useful, tell me and I will leave you alone.

[LINK]

Ade Whetton
PHW Services

Strand 2 — Licensed premises

2a. Underage sales, cold, first touch

Subject: Three sales and you lose the licence for three months

Hello,

If [FIRM] sold alcohol to a child three times in three months, the court can suspend the alcohol part of your premises licence for up to three months. There is also a fine of up to £20,000 and a closure notice from the police.

Three months without an alcohol licence closes most places permanently.

There is a defence. If the sale was down to somebody else, you can show you exercised all due diligence. But that defence is only ever as good as the evidence behind it. A policy nobody was trained on and a refusals register nobody has written in since March will not save you.

I have put the whole evidence pack together. Age verification policy, the staff training session, the test, the refusals register, the till prompts and signage list, staff authorisations and a due diligence audit you can run yourself before trading standards run it for you.

Ten documents. £79 for the whole place, however many staff, permanently.

[LINK]

Ade Whetton
PHW Services

2b. Drugs awareness, late night venues

Subject: The question the police ask after a drugs incident

Hello,

If there is a drugs incident at [FIRM] and the police call your licence in for review, the question is not whether it happened. It is what you were doing about it.

Under the Misuse of Drugs Act it is an offence for management to knowingly permit drug use or supply on the premises, and turning a blind eye counts as knowingly.

A documented policy that your staff have actually been trained on is the difference between conditions being added to your licence and losing it.

The pack has the policy, the staff training session, the test, the incident and seizure register, a consent based search policy and the toolbox talks. £79 for the whole place.

[LINK]

Ade Whetton
PHW Services

2c. Both packs, to a group or a chain

Subject: Both licensing packs for [FIRM]

Hello,

Two things a licensing officer and the police will both ask about: what you do about underage sales, and what you do about drugs.

Most places have a Challenge 25 poster and nothing behind it.

I have both packs written and ready. Eighteen documents between them, covering the policies, the staff training, the tests, the registers and the audits. £129 for both, for the whole place, permanently.

If you run more than one site, reply and tell me how many and I will price it properly.

[LINK]

Ade Whetton
PHW Services

The multi-site line at the end is deliberate. Chains are worth far more than single sites.

What not to do

- Do not mention plant, yards or PUWER to a pub, and do not mention licensing to a haulage yard. Two strands, two lists, two domains, two completely separate messages.
- Do not use the same subject line across thousands of sends. Vary it by segment.
- Do not send at the weekend. Tuesday to Thursday morning.
- Do not attach anything. One link, nothing else.
- Do not claim Challenge 25 is the law, and do not claim an external assessor is legally required. Both are false and licensees and safety officers will know.
- Do not send to sole traders or ordinary partnerships without consent. Limited companies and LLPs only.
- Do not chase more than twice. One follow up, then leave them alone.

Every one of these emails leads with the consequence and gets to the price inside four paragraphs. That is the format that works and it is the one to keep when you write new ones.