

Casual subscription price increase email

Subject: A quick heads-up about our pricing ðŸ‘Š

Hi [Customer Name],

Hope you're doing well! We wanted to give you a heads-up about a small change coming to your [Service Name] subscription.

Starting [Date], we'll be adjusting our monthly subscription price from \$[X] to \$[Y]. We know nobody likes price changes, but here's why we had to make this call:

We've been working hard to add new features you've been requesting, improve our servers for better performance, and honestly, keep up with rising costs everywhere (you've probably noticed it too!).

The good news? If you're happy with your current plan, you don't need to do anything. The new price will automatically apply to your next billing cycle on [Date].

Not feeling it? We totally get it. You can downgrade or cancel anytime from your account dashboard.

No hard feelings!

Got questions? Just hit reply to this email or check out our FAQ page.

Thanks for sticking with us!

Cheers,

The [Company] Team

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