Create an view script like : /views/emails/template.phtml

<body>

<?php echo $this->name; ?>

<h1>Welcome</h1>

<?php echo $this->mysite; ?>

</body>

and when creating the email :

// create view object

$html = new Zend\_View();

$html->setScriptPath(APPLICATION\_PATH . '/modules/default/views/emails/');

// assign valeues

$html->assign('name', 'John Doe');

$html->assign('site', 'limespace.de');

// create mail object

$mail = new Zend\_Mail('utf-8');

// render view

$bodyText = $html->render('template.phtml');

// configure base stuff

$mail->addTo('john@doe.com');

$mail->setSubject('Welcome to Limespace.de');

$mail->setFrom('support@limespace.de','Limespace');

$mail->setBodyHtml($bodyText);

$mail->send();