

Lead Generation

Subj: May I refer your business to my leads?

Hey [name]

I know your business survives and grows based on how many fresh leads you get through referrals, internet, and other sources.

Would you like to boost your lead generation by next week?

Right now, there are literally hundreds of potential prospects seeking a [type of business] in [location], but I could not find a listing for your business with a search, which means these leads can't find you!

I've generated a few [type of leads the business services] leads for you, would you like to try them out now?

If so, just reply to this email and we'll go from there.

-Your Name

Subj: Your competitors are stealing your leads!

Hi [name]

You should be made aware of something so disturbing; it may rock your business to its very core.

Your competitor, [insert name], is stealing your leads by having a much better online presence.

[Attach a screenshot of competitor online placement]

Do you want to stop this lead-theft, and put an end to your competitors leeching your leads, and costing you money?

If so, shoot me a reply to this email, and I'll send you more details.

Get back to me fast, and I'll also include a \$500 credit with my company so you can get a whole bunch of leads to try out FOR FREE.

Cheers,
-Name

Subj: Why are you ignoring these leads?

Hello [name]

It has been brought to my attention that your online presence is severely lacking in the lead generation department.

You know, most small and medium sized businesses just don't generate leads from their most precious online space - their website...

Listen, I know you're in the business of [business's type or product] so online marketing is probably not your forte, but ignoring this channel is costing you big bucks!

How do I know this?

Because the people visiting your website are only finding it by directly searching for it. That means they are interested in what you have to offer, and you only need a means to direct them into a sales funnel.

Look, for every 1 person that is currently calling you based on something they read on your website, there are at least FIVE who just move onto your competitors.

What if you can sell just 2 of these people who leave?

If you capture and sell just 2 of them, you can effectively double your business!

Would you like to start capturing these leads and growing your business?

If so, just reply now, and I'll send over some more details.

-NAME

Interest Handling Email

Hello [name]

Thanks for replying!

I'd love to show you how to get more leads. Please see the following proposal attached to this email.

Please give me a call with any questions, or we can schedule a time to chat later this week or next.

What is better for you?

-NAME

Mobile Marketing

Subj: mobile customers are skipping your website

Hello [name]

I tried your website on my iPhone and the text was very small, so I simply couldn't read what your business was about.

Look at this picture. This is how it looks like on my phone:

[Screen shot of their terrible mobile site]

Maybe only a handful of people have told you this in the past, which means there are dozens more who just passed on your business, and went to a website that gave them the information they wanted in a way that was easy to read on their mobile device.

This means you are missing out on dozens, if not hundreds, of potential customers each and every month.

Would you like to start booking these customers and earning their payments for your [types of products the biz sells?]

If so, just shoot me a reply to this email and we'll go from there.

Best,

Name

Subj: The click to call button on your website is [missing or broken...]

Hey [name]

I visited your website at [domain name] on my mobile phone and noticed your telephone number is not clickable.

Look at this screenshot from my phone:

[Screen Shot]

This means I had to copy and paste the number into my phone, which is a real pain in the neck.

The attention span of most online consumer is less than 7 seconds, so most people just skip your site and find someone whose site is more user friendly.

This means you're losing out on dozens of leads!

Do you want to fix this glitch and see an increase in the amount of telephone calls you get from potential buyers?

If so, I can fix it quickly and cheaply.

Just reply back to this email with "I'm interested" and we'll go from there.

-Name

Subj: repeat customers buy 30% more?

Hey [name]

Thought you would find this interesting, in the “profitable” sense of the word...

I found an article that stated existing buyers are easier to sell to and spend 30% more than your average customer.

You need a way to maximize the amount of revenue generated per customer, and I have the solution.

Using a mobile application that educates, pre-sells, and pre-qualifies your buyers on your special offers;

You can generate repeat business from your most loyal customers, and give them an engaging experience with your company right on their mobile phones.

Simply reply back to this message and I'll follow up with some details.

-Name

Paid Advertising

Subj: unlimited source of [customer] leads for less?

Hey [Name]

I noticed that you're targeting [type of customer] with your online advertising, and want to make you aware of another opportunity for growing your incoming lead base.

I know for a fact that you're overpaying for these advertisements.

You see, I've discovered a nearly untapped resource of online buyer traffic for [business' niche] and am currently shopping for partners who are interested in tapping into this source for more leads, web traffic, and sales.

Do you want to tap into this well of leads and prospects?

If so, just reply back to this email with "I'm interested" and I'll follow up with all the details.

Best,
Name

Subj: 250 dollars in advertising credits remaining...

Hello [Name]

Did you want to get more [leads, sales, customers] for your [business type?]

I'm talking about a near-endless resource of real [customers / clients] who are actively searching for the [products / services] you are offering.

I put together a short video that explains everything about a new campaign I am running for [type of businesses.]

The only catch is that I can only service just a handful of partners at this time, so I haven't gone public yet...

I'm offering a \$250 free credit for my new partners when they start advertising with my proven tactics.

If I send you the link to the explainer video, and give you the \$250 credit, will you promise not to share this offer with anyone?

Best,
Name

Subj: access instant [type of clients] on-demand?

Hello [Name]

I discovered a near unlimited source of [type of clients] that you can simply access and have them buying your [product or service] with some clever [client] messaging.

You should know that your clientele are always in this space, and are looking for the right [deal] on services such as yours.

Do you want to tap into this source of new business?

If so, just reply to this message and we'll go from there.

Best,
Name

Reputation Management

Subj: Is this terrible review true?

Hello [name]

I found a rather unflattering review of your business here:

[provide a link and screen shot of the bad review]

As you probably know, this negative review is causing you to lose customers, as your buyers seek business with better online reputations.

Listen, it only takes a few seconds for someone to find another business, so you want to ensure that your prospects only see positive views from happy customers when they find websites that review your business and services.

Do you want to get this negative review pushed down so your potential customers don't see it?

If so, just reply to this email and we'll go from there.

Regards,

Name

Subj: no positive reviews of your business?

Hello [name]

After spending about 20 minutes of searching, I could not find a review of your business. Not even one.

As you probably know, an overwhelming majority of consumers go straight to the internet to research the reputation of a business before they even leave the house or think about ordering from you.

Without any positive reviews, you're leaving this potential sales to 100% pure chance, and more often than not; that customer will seek a business who has a proper and positive online presence with great reviews and other happy customers.

Do you want to show your potential customers that you really are a great business that meets their needs and has a happy customer base?

If so, shoot me a reply to this email and I'll send you the details of my cost-effective plan for getting you more sales.

Regards,
Name

Subj: Do you find this bad review disturbing?

Hello [name]

I found a bad review of your business online at this link below:

[Screen shot of review]

[Link to negative review]

Negative reviews like this hurt your business because it dissuades local search customers from even giving your company a chance.

This amounts to lost revenue and over time, can cost you tens of thousands of dollars!

Do you want to ensure this review doesn't hurt your business?

If so, please just reply to this message and I'll forward a solution to you at no charge. Or, just give me a call at [555.555.5555]

Best,
Name

Search Engine Optimization

Subj: More customers for your [type of business]

Hey [Name]

Would you like to get more local customers walking into your [business type] door and buying more [business' core product?]

I suspect you do.

Right now you're placed #11 on Google Maps, when you need to be in the Top 3 to be shown when people search for [type of business or keyword related to business]

Do you want to stop [name a direct competitor] from stealing more of your customers, because he is ranked higher than you...

If so, then I ask you simply reply to this email, so I can send you a proven formula for showing up in more local search results.

Cheers,
Name

Subj: this toxic search presence hurting your business?

Hey [Name]

I'm an online researcher and uncovered a rather toxic environment for your business's search results.

Look at this:

[Screen Shot Of Google Top 3]

Right now, you are ranking far below your competitors, which means your customers, who are searching for the [products or services] that you offer are NOT finding your business.

Instead, they are finding your competitors and paying them for [products or services.]

I know you are not interested in putting the owner of [name of competitor]'s kids through college, so why are you sending them all of your leads?

If you want to put a stop to this lost revenue, just send me a reply to this email, and I'll follow up with more information.

Cheers,

Name

Subj: generate more [business] leads without advertising?

Hey [Name]

I noticed you're running some advertising campaigns and I think you're missing something...

Your online profiles across the common business directories are **not** claimed.

No amount of advertising dollars can help if you're missing the important foundations for targeting your customers, and helping them find you when they search.

Would you like to find out how to save some money AND convert this free online search traffic into customers?

If so, please just reply or call 555.555.5555.

Cheers,
Name

Social Media Marketing

Subj: you are losing leads on [social media platform]

Hello [name]

I recently came across your [social media page] and noticed that you're not directing customers to your store or sales funnels...

You have followers and decent content, but no real strategy for converting these readers into buyers.

It is important to realize that these are your customers, who would spend more money with you if you gave them the right reason and means to do so.

Please just reply to this message if you're interested in turning these visitors into paying customers.

Best,
Name

Subj: how to get more people to your event?

Hello [name]

Did you want more of your [customers] to attend your events?

I caught wind of your event on [old event date] and would have attended if I heard about it sooner.

Looking on [Social Network], I couldn't find a single reference to that event.

Listen, your customers are hanging out on [Facebook] and love to share content like the event notice you posted on your site, however if they can't find it, they'll never know about it, and they certainly can't share it.

This means you're losing out on the views and potential leads that your articles help to generate.

If you want to get more attendees and attract these people for your events, please just reply to this email with "I'm interested" and we can go from there.

Best,

NAME

Subj: enhance your event with social sharing...

Hello [name]

I found your article about [upcoming event] and think it would be perfect for sharing on [social network]

The audience in [local area] who are interested in [the event topic] are all over [specific social network] and will share your post about the event, but only if given the chance.

Drop me a line by replying to this message and I'll tell you how you can turn these readers into event attendees and more customers.

-Name

Video Marketing

Subj: Just read your article... Want feedback?

Hey [name]

I had a chance to read the article you published [on your website] and I found it very insightful...

Have you ever given any thought to producing a video with that content?

You should know that you can reach a lot more [potential prospects / customers / buyers] with a video verses a written article.

Please shoot me a reply to this email and I will send you some details.

Best,

Subj: is this your article?

Hey [name]

I caught your post about [topic] on [your website] and figured you'd like to see what the article would be like as a video.

Please see the link below for a quick example

[Link to video]

Your content in a video format will get more views, and get more people clicking your links and visiting your website. In fact, a video increases interest in your business by at least 60%!!!

Do you have any ideas for more videos?

If so, just reply to this message. If not, then disregard this message and I'll pass this opportunity on to somebody else.

Cheers,

Name

Subj: free video for [insert business niche]

Hey [name]

I produce videos for [niche] and stumbled on some of your content that I think will do extremely well in video format.

What I'd like to do is provide you with a free example, so you can see the value of these video, and how they will [insert benefit – get you more customers, drive more sales, get more buyer traffic]

Would you like to try this free video?

If so, just reply now and we'll go from there.

Cheers,

Name