



Inbound Response Templates

*Never struggle when a business owner
replies to your sales emails...*

2023 Edition

Getting Started...

Use these email templates when responding to replies from businesses owners who contact you from your inbound lead generation campaigns.

These campaigns can be online via email or ads, or even offline via postcards and written sales letters.

I've niched them so they are more relevant to the types of clientele you should be targeting.

They are mostly interchangeable between niches with little changes. Just be sure to customize them for the type of business you are working with.

When possible, use the respondents name in the greeting.

I've included a section in the email that will move the sales process along by offering a phone call so you (or an outsourcer) can close the deal. This is known as the CALL-TO-ACTION.

Feel free to substitute this CALL-TO-ACTION for an online meeting or use the sign-up reply so you don't have to deal with anyone directly. The latter certainly works, even if the former produces a higher closing percentage.

Restaurants

Subj: Growing your restaurant's local reach

Hello,

Thanks for replying!

I know you see the opportunity here and welcome the chance to show you how we plan on getting patrons into your restaurant.

Attached you'll find my proposal, which details the services, timelines, and requirements for activating this program.

Can we schedule a brief call to go over the proposal?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Real Estate Professionals

Subj: Generate new real estate leads each month

Hello,

Thank you for replying to my email!

I know you see the opportunity here and how these services will find you homes in the neighborhoods that are most important to you.

Please see the attached proposal which details the services designed to bring you the leads you need.

Can we schedule a brief call to go over the proposal?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Chiropractors / Medical

Subj: 5 new patients each month?

Hey,

Thanks for replying!

Please see the attached proposal which detail the steps I am taking to deliver to you more patients for your {Chiropractic} office.

Can we schedule a brief call to go over the proposal?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Carpet Cleaners

Subj: Get 10 carpet cleaning customers each month?

Hello,

Thank you for your response.

I've put together a proposal that details the steps I am taking to get more homeowners signed up for your carpet cleaning services.

Please see the proposal attached to this message.

Can we schedule a brief call to go over it?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Auto Repair - Automotive

Subj: Need 10 auto repair customers?

Hello,

Thanks for replying to my mailer.

I know you see the opportunity here and how my services will help you get more auto repair customers into your shop.

Please see the proposal attached to this message. It will give you all the details, timelines, and requirements for getting these customers to walk in your door.

Can we schedule a brief call to go over it?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Attorney

Subj: 3 little known strategies that attract new clients?

Hello,

Thanks for replying to my mailer.

I know you see the opportunity for expanding your practice's reach. Please see the proposal attached to this message. It will give you all the details, timelines, and requirements.

Can we schedule a brief call to go over it?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Contractor

Subj: re: new business inquiry

Hello,

Thanks for replying to my mailer.

I know you see the opportunity here and how my services will help you get more contracting work.

Please see the proposal attached to this message. It will give you all the details, timelines, and requirements for getting these customers signed up to [service the business provides]

Can we schedule a brief call to go over it?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Credit Repair Firms

Subj: re: new business inquiry

Hello,

Thanks for replying to my mailer.

I know you see the opportunity here and how my strategies will help you get credit repair clients signed up for your service.

Please see the proposal attached to this message. It will give you all the details, timelines, and requirements for getting these customers signed up with you.

Can we schedule a brief call to go over it?

I am available on DAY at TIME or DAY and TIME.

Which date is better for you?

Best,

NAME

CONTACT INFO

Generic Sign-up Reply

(Subj: use original reply subject line)

Hello,

Thank you for the reply and your interest in the program.

To get started, simply click the link below, sign up, and I'll send over an invoice.

Once signed up, I'll begin work right away.

If you have any questions, please don't hesitate to reply or drop me a line.

I am looking forward to doing business with you.

Kind Regards,

NAME

CONTACT INFO

Follow-Up

Subj: Following up with you...

Hello,

I'm circling back regarding a message I've sent you recently.

In my letter, I detailed some strategies for onboarding new [customers, clients, patrons].

Have you had a chance to check it out?

If not, please let me know, as I'm currently seeking partners for my local marketing campaigns.

If you're interested in getting more [customers, clients...] I can send over a proposal that will lay out my plan for cost-effective growth through intelligent advertising.

Please just let me know either way, as I'm actively seeking just one [type of business] in [town, location] who wants to leverage the ever-expanding online customer base.

Best,

NAME

CONTACT INFO