

Bonus: Done For You Sales Emails

Make The Sale – Profile Angle

Subj: More customers for your [type of business]

Dear [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 [#12] on Google Maps...

You need to be in the Top 3 to be shown when people search for [type of business or keyword related to business...]

This means another local [business type] is "stealing" your leads...

Do you want to stop [name a direct competitor] from stealing more of your customers?

If so, then I ask you simply reply to this email...

I will send you a proven formula for showing up in more local search results, at no charge!

Let me know...

Cheers,
Name

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Make The Sale – Researcher Approach

Subj: this toxic search presence hurting your business?

Dear [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 – or Maps]

Right now, you are ranking far below all of your competitors...

This 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 recover this lost revenue, reply now, and I'll follow up with a complete audit with recommendations absolutely free...

...with no strings.

Cheers,
Name

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Make The Sale – Social Media Prospect

Subj: generate more [business type] leads without advertising?

Hey [Name]

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

Your website is not ranked very high for the keywords that your customers are using...

No amount of money spent on social media dollars can help if you're missing the presence on search engines like Google and Bing...

It is fundamental and critical for your lead generation to have a strong search engine presence!

The good news: it's fairly easy to turn this around.

Will you let me tell you how to fix this?

I promise to share you with a simple strategy for improving your search rank, absolutely free.

You can even implement this strategy yourself, if you have the time. No secrets.

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

Reply or call 555.555.5555.

Cheers,
Name

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Handling The Reply – Pitch Deck

Subj: {Use ‘Re: Original Subject’}

Hey [name]

Thanks for replying to my message!

Please see attached search strategy that I put together for you.

I think you’ll find it insightful and a potentially ground-breaking plan for converting online traffic into buyers of your [core products.]

If you have any questions, I am free on DATE and TIME and also DATE and TIME.

Which date is better for you?

Best,

Name

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Handling The Reply – Telephone Appointment

Subj: {Use ‘Re: Original Subject’}

Hey [name]

Thanks for replying to my message!

I appreciate your interest and am happy to show you how much money you can save by optimizing your web presence.

Please choose a telephone appointment at the link below:

www.calendly.com/xxx

Looking forward to speaking with you!

All the best,

Name

///

****EDITOR’S NOTE****

Create a free calendly account at <https://calendly.com/> ...my favorite way to handle scheduling. --LL

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General Follow Up With Invite

Subj: Could you afford to lose 10 customers a month?

Hi [name]

I sent you an email on [date] regarding search traffic for your [type of business] company...

And how you are practically bleeding customers each month...

Did you get a chance to review it?

Just shoot me over a reply, and I'll resend.

Cheers,

Name

P.S. If you need marketing help fast, schedule a free consulting call with me!

www.calendly.com/xxx