

Rank N Bank: Soft Sales Email Messages

Subj: You might have three big problems on Google...

Hello [Name],

Were you aware of the following issues?

- a. It is difficult to make an online appointment request with your firm. This is a major problem with your online presence, and it is hurting your online reputation and lead generation efforts...
- b. Your Google My Business page is [unclaimed, outdated, has no website link, no appointment setting, old content, bad reviews not addressed].
- c. Your business appears to be eligible for the Google Guarantee Program (this program puts your business in front of all your competitor's listings), yet you are not using it...

These three issues represent opportunities that you are not using, and as a result, it is costing you customers.

We both know this is hurting your bottom line...

There is a simple solution to this problem.

- 1. Claim or update your Google profile
- 2. Add a booking feature
- 3. Follow the eligibility process for the Google Guarantee
- 4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Now, if you wanted to recover this lost revenue AND save some time, let me set this up for you.

My solution costs less than you think (some of it is FREE) and I can turn it on quickly, so you can begin to see an increase in new business and inbound requests.

Ignore this problem at your own peril. Your competition is using some or all of these tools, which means they are getting all of the leads that are generated by Google's search because you're letting it happen.

If you want to save time, just reply back with "I'm interested" and we'll go from there.

Either way, I hope that now you are aware of the deficiency I've found, you will take steps to fix things; and regardless of how you fix it, I wish your business well.

Kind Regards,
[Your Name]
[Your Title]
[Your Contact Info]

Subj: Customers are struggling to find your message meaningful...

Hello [Name],

Did you know that your online presence is “confusing?”

For one, you have a profile on Google (the largest business directory on the planet) but it is completely unmanaged. You should be leveraging this space to capture the leads which it naturally generates.

Inadvertently, you are passing this lead to your closest competitor.

The Shocking Truth:

Depending on your customer value, you may have already inadvertently paid for your direct competitor’s kids college fund simply by neglecting your Google My Business Profile.

There are also a few bad reviews to be found, no profound offers, and even worse – your profile picture shows the parking lot and doesn’t show your business in the best possible way.

You want your Google presence to be inviting for consumers, and for your message to be meaningful to their lives.

This means you need offers that are relevant to their needs in the moment the customer searches for your type of products and services.

I know you need to see an increase to your bottom line. Right now, your competition is practically stealing from you.

Let's put a stop to it.

Reply back to me and I'll tell you for free the three things you need to do or assign to staff to fix the issue.

If you don't have time or the staff to manage this, you can do it yourself, but it will take a few days of work.

If you don't have this time, just let me fix it for you. The results will speak for themselves, and the program will pay for itself in most industries in the first month – guaranteed.

We should also discuss how you are promoting yourself online. Google has tools that make it very easy to present offers, and it produces more results than Facebook or other social media ads.

If you just want peace of mind, and to be worry-free on this Google stuff, just reply back with "What's the deal?" and I'll lay out what I'll do for you.

Otherwise, I wish you well and hope to connect soon.

Best Regards,
[Your Name]
[Your Title]
[Your Contact Info]

Subj: losing money with a terrible presence on Google?

Hello [Name],

You have a fundamental problem with your online visibility that is costing you customers every week...

These customers are running to your competitors and not calling you or visiting your store.

Do you like losing a few dozen customers a month to your competitors?

...because that is what is happening to you.

The reason you're having this problem is because you are not ranked on Google for Business.

Your profile is unclaimed and/or outdated; without this info, you're leaving your lead generation to chance...

Here's how you fix it:

1. Claim or update your Google profile
2. Add a booking feature
3. Follow the eligibility process for the Google Guarantee
4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Your competitors are optimized, so people searching for your type of business find them and not you.

You can fix this yourself on the Google My Business admin panel, but why spend time when you can have an expert fix it for you?

I can fix this for you in just a few days, getting you optimized and ranking above that “other guy” so you are the one to get the search customers...

There are other programs that provide a boost to your visibility and reach, but you need to come up to a standard before even thinking about them.

Just get your profile looking good and you will see a bump in lead generation.

If you want me to save you some time and do this step for you, please reply back with “I’m interested” and we’ll go from there.

Best Regards,
[Your Name]
[Your Title]
[Your Contact Info]