

## Email 1 Template (Intro + value)

Hi {insert subscriber name},

If you're like many of the {insert industry} business owners I work with, you are probably looking for a way to {insert 1-2 goals: *get more leads from your website, find new clients, increase your revenue, etc.*}. So I wanted to share a few things with you to help with this:

1. Although there are many factors that contribute to a low number of {insert industry} leads, the two biggest mistakes I see {insert industry} business owners make are:

1. {mistake 1}

2. {mistake 2}

2. I regularly share tips on how to {insert goal} on {insert platform: LinkedIn, Facebook page, Facebook group, YouTube, etc.}, so click here to {subscribe / join / follow} so you don't miss out.

3. If you want to see some specific strategies you can implement in order to {insert goal}, make sure to read the email I'll be sending you in {insert number} days.

Talk soon,

{your name}

PS - My job is to help you get more results in your {insert industry} business. Period. So if you ever have a question, want to talk about a marketing strategy or just want to enjoy a friendly conversation, you can reach me personally at {insert phone number}.

## **Email 1 Template: Completed Example**

Hi John,

If you're like many of the kitchen remodeling business owners I work with, you are probably looking for a way to get more remodeling leads from your website. So I wanted to share a few things with you to help with this:

1. Although there are many factors that contribute to a low number of kitchen remodeling leads, the two biggest mistakes I see kitchen remodeling business owners make are:
  - A. Not making quick changes to the website to convert more site visitors into leads.
  - B. Not automating their lead generation process
2. I regularly share tips on how to generate more leads using your website on Facebook so [click here to join](#) so you don't miss out.
3. If you want to see some specific strategies you can implement in order to have your website generate more leads on autopilot, make sure to read the email I'll be sending you in 2 days.

Talk soon,

Sam Davis

PS - My job is to help you get more results in your kitchen remodeling business. Period. So if you ever have a question, want to talk about a marketing strategy or just want to enjoy a friendly conversation, you can reach me personally at {insert phone number}.