

## **Email 2 Template (Content + expert positioning)**

Hi {insert subscriber name},

Last week I was speaking with {insert first name}, a {insert industry} business owner and do you know what he told me was the biggest struggle he had when it came to getting more customers for his business?

He shared some ideas he had like {strategy 1}, {strategy 2} and {strategy 3} but the problem was he had no idea where to start and which strategy would bring in the most customers.

Do you know what happened next?

We spent time talking about where he'd like his business to be in the next 6 months, in the next 12 months and beyond. We looked at how his business is currently generated leads and how well those strategies are working and then we put together a strategy plan to help him start seeing {insert number} new clients per month which can produce an extra {\$insert amount} in monthly revenue.

Having a strategy based on your specific business is ideal but I realized there are some strategies that all {insert industry} businesses can use to get more leads so I wanted to share those with you today.

Here are a few quick changes you can make to see an improvement:

1. {tip 1}
2. {tip 2}
3. {tip 3}

The best way to see results is to take ACTION and the sooner you do it, the sooner you will see the difference. {insert first name of business owner mentioned} was losing out on {insert revenue amount} every single month. What is it costing you? Schedule time on your calendar this week to make these improvements.

If you have questions about making these changes, hit reply or give me a call so I can walk you through it.

Talk soon,

{your name}

PS. What would you say is the biggest hurdle blocking you from reaching more new customers online? Hit reply to this email and let me know. I'll personally respond to you.

## **Email 2 Template: Completed Example**

Hi John,

Last week I was speaking with Tim, a kitchen remodeling business owner and do you know what he told me was the biggest struggle he had when it came to getting more customers for his business?

He shared some ideas he had like doing a direct mail campaign, posting more on social media and ranking his site higher in Google but the problem was he had no idea where to start and which strategy would bring in the most customers.

Do you know what happened next?

We spent time talking about where he'd like his business to be in the next 6 months, in the next 12 months and beyond. We looked at how his business is currently generated leads and how well those strategies are working and then we put together a strategy plan to help him start seeing 5 new clients per month which can produce an extra \$100,000 in monthly revenue.

Having a strategy based on your specific business is ideal but I realized there are some strategies that all kitchen remodeling businesses can use to get more leads so I wanted to share those with you today.

Here are a few quick changes you can make to see an improvement:

1. Make sure your business phone number and a simple contact form are on [your most visited pages](#) to instantly increase the number of website visitors who contact you.
2. [Install a Facebook pixel on your website](#) (only takes 10 minutes to do) so you can put a Facebook ad only in front of the warm leads who have landed on your site asking them to schedule a consultation.
3. Create a valuable giveaway all kitchen remodeling leads would want to promote for more leads. We've found a [kitchen remodeling planner checklist](#) and kitchen remodeling calculator work well.

The best way to see results is to take ACTION and the sooner you do it, the sooner you will see the difference. Tim was losing out on an extra \$100,000 every single month.

What would extra revenue like that do for your business? Schedule time on your calendar this week to make these improvements.

If you have questions about making these changes, hit reply or give me a call so I can walk you through it.

Talk soon,

Sam Davis

PS. What would you say is the biggest hurdle blocking you from reaching more new customers online? Hit reply to this email and let me know. I'll personally respond to you.

### **Email 3 Template (Call-to-action)**

{insert name},

Have you ever caught yourself in a day dream imagining what you'd be doing if you weren't spending a lot of your time trying to figure out where your next {insert industry} customers were going to come from?

When you have more customers coming in you can get your time back so you can reinvest in the business or spend more time with your family.

And helping you reach more {insert industry} customers and increase your revenue is exactly what I'd like to help you do.

Do you have 10 minutes this week to chat?

I'd like to hear more about your goals and I'll give you some tips for improving your current system. No pushy sales gimmicks. Just actionable strategies.

Click here to grab a spot on my schedule.

I look forward to speaking with you,

{your name}

### **Email 3 Template: Completed Example**

John,

Have you ever caught yourself in a day dream imagining what you'd be doing if you weren't spending a lot of your time trying to figure out where your next kitchen remodeling customers were going to come from?

When you have more customers coming in you can get your time back so you can reinvest in the business or spend more time with your family.

And helping you reach more kitchen remodeling customers and increase your revenue is exactly what I'd like to help you do.

Do you have 10 minutes this week to chat?

I'd like to hear more about your goals and I'll give you some tips for improving your current system. No pushy sales gimmicks. Just actionable strategies.

[Click here to grab a spot on my schedule.](#)

I look forward to speaking with you,

Sam Davis