

Email 4 (Content + social proof)

Hi {insert subscriber name},

{insert name},

Remember {insert client name from email 2}? When I first spoke to {insert client name} from {insert company name}, he told me {insert problem}. And what he really wanted to see was {insert goal}.

We worked on creating a specific strategy around his business goals. After our work his business experienced {insert results}.

So how did we do it?

In this {insert industry} business growth case study I share the full process of what we did to help {insert client name} achieve these results.

You don't want to miss this and it only takes 10 minutes.

Talk soon,

{your name}

PS - Want to talk about your personal strategy? Call me personally at {insert number}.

Email 4 Template: Completed Example

Hi John,

Remember Tim? When I first spoke to Tim from Austin Kitchen Remodelers, he told me he was spending too much time, energy and money every month trying to find new customers and he was exhausted.

What he really wanted to see was consistent leads coming into the business so he didn't have to be so stressed every month and so he could spend more time better serving his customers and spend more time with his kids instead of scrambling for leads.

We worked on creating a specific strategy around his business goals. After our work together his business experienced a consistent 5 new customers every single month, generating more than \$100,000 in additional revenue, and he was saving at least 15 hours per month because the leads were now coming into his business on autopilot.

So how did we do it?

In this [kitchen remodeling business growth case study](#) I share the full process of what we did to help Tim achieve these results.

You don't want to miss this and it only takes 10 minutes.

Talk soon,

Sam Davis

PS - Want to talk about your personal strategy? Call me personally at 555-555-5555.

Email 5 Template (Call-to-action)

Hi {insert subscriber name},

It's a bit unsettling to think about all the money you can lose by not taking action.

In fact, that's what most of my clients tell me after we work together.

"I wish I had started working with you soon," they say. "I knew I needed more customers but I didn't realize how much money I was losing by not doing something about it."

A few months ago a {insert industry} business owner hired me to help him increase the number of customers he received from his website by 10 each month. For {insert customer name}, each customer paid him {\$insert amount (ie - \$1,500)} per month. That means he would be pulling in an *extra* {\$insert amount (ie - \$15,000)} per month for his business.

That extra revenue meant our work together didn't cost him any money and he was able to hire more employees so he could finally start serving the new city he had been wanted to break into for the past few years.

What would an extra {\$insert amount (ie - \$15,000)} do for your business?

This month I only have {insert number} spots available and I'd like to get you on the calendar so I can help you achieve similar results.

So if you're tired of losing out on more customers, more revenue and more opportunities, [click here to book a free strategy call](#) and let's talk.

Talk soon,

{insert name}

PS - Why do I only have {insert number} spots available? Simple. As a service business there's a limit on how many clients I can work with each month. I choose to limit that number to {insert number} because I like to see big results and limiting the number of businesses I work with helps me do that. [Schedule a call here before I'm booked.](#)

Email 5 Template: Completed Example

Hi John,

It's a bit unsettling to think about all the money you can lose by not taking action.

In fact, that's what most of my clients tell me after we work together.

"I wish I had started working with you soon," they say. "I knew I needed more customers but I didn't realize how much money I was losing by not doing something about it."

A few months ago a kitchen remodeling business owner hired me to help him increase the number of customers he received from his website by 10 each month. For Dan, each customer paid him on average \$32,000 per job. This means he would be pulling in an extra \$320,000 per month for his business.

That extra revenue meant our work together didn't cost him any money and he was able to hire more employees so he could finally start serving the new city he had been wanted to break into for the past few years.

What would an extra \$320,000 a month do for your business?

This month I only have 3 spots available and I'd like to get you on the calendar so I can help you achieve similar results.

So if you're tired of losing out on more customers, more revenue and more opportunities, [click here to book a free strategy call](#) and let's talk.

Talk soon,

Sam Davis

PS - Why do I only have 3 spots available? Simple. As a service business there's a limit on how many clients I can work with each month. I choose to limit that number to 3 because I like to see big results and limiting the number of businesses I work with helps me do that. [Schedule a call here before I'm booked.](#)