

Info for TRW students who are reading this:

(Simple ideas, email is below if you're in a rush)

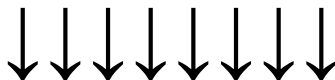
This is a basic barbershop email outreach. Everyday Barbers (at least the 100s I've researched) typically don't have the most up-to-date email sequences (if any), well-produced websites, or even business cards for that matter. Many fail to "get with the times" let's say. They have a fear of not being in the correct business or being too late in the game to make changes. For example, maybe they chose the wrong path early on and are too late in the game to change it because they are struggling with bills, debt, and career alternatives.

To illustrate, Jim Jr. with Jim's barbershop (made up) felt obligated to take on his dad's barbershop when his father passed away. In Jim Sr's time, the business was packed, with lines of customers, smiling faces, and money in the bank. It was on its way to being expanded into another shop. But once his father passed, the business slowly crumbled and the idea for expansion went out the window, and at Jim Jr.'s expense. He didn't know how to run a business, nonetheless, a barbershop. As Jim Jr. loses money, patience, motivation, and hope, the business begins to sink. Jim jr has a family, a family that looks at him in awe and discontent with his job. "How could a "useless", "nonprofitable", and "unexpandable" job that doesn't put enough food on the table be the right path?" His wife would cry.

A rule of thumb I keep in mind when looking for unique choices and ideas in these businesses comes from the elimination of the preposterous ideas with a sense of understanding and interest. I stick to under 150 words until I add a business name to the body, which makes it difficult to fully expand on these ideas. Any thoughts or lines I could change with these in mind would be great. I'm also planning on changing and improving fascination in the future, but believe it works for the time being.

Be as harsh and strict as you'd like, and feel free to expand on ideas that I can implement to improve my work, Thanks G's 💪

# Email Below



**Subject: Expand [...] with Mood-Shifting Marketing Insights and 'Snip' Right Through the Competition!**

Hey ()!

My name is Kierian Shepperson, and I'd appreciate a few moments of your time.

As someone who loves creating content and building a strong impact, being passionate about your interest truly matters.

Let's 'Cut' to the chase. ✂️

There's a MASSIVE opportunity to delve deeper into your potential.

To demonstrate an interest, I've crafted the necessary tools for businesses to get us in their doors fast.

No obligations, just valuable insights.

Explore innovative strategies to transform business landscapes and capture the attention of more customers.

'Comb'-bined, we'll ramp up the process and create personalized value for you and your business. (Comb emoji)

Let's get to know each other better and see if we're a great match for working together.

Thinking about moving forward, consider this:

[Are you brave enough to take \(\) to new heights?](#) 🏆

Thanks for your time,

Kierian Shepperson

(End of Email)

## Notes for myself

- Prove you're the best barber in your area
- Get clients in the door fast

Aim to create more auditory language and use kinesthetic sensory

- Never worry about paying bills again
- How to know you're in the right business
- How to know you're passion isn't being overlooked
- How to know you've got a great business idea
- Make your business profitable
- Expandable
- Influential
- Mood- shifting
- necessary