

Context- I've been working with the lawn care niche for a bit now. I understand what the business owners want, but I think putting that visualization brings the email to life a little. A note on the length of the email, I have high success getting emails opened, but don't get replies. I am usually robotic in my emails, but I tried to become more personable in this email and gave up some conciseness. I'm sure all you smart G's can help me. Make sure to tag me in your outreach as well.

SL:

Greetings Brad,

I hope everything has been running smoothly with this unpredictable weather we've been getting.

First off, I was impressed with the upfront pricing of the yearly lawn care programs you offer, being straightforward with potential clients is valuable to your time and theirs, and clears any doubts they might have.

Now I'd like you to take a brief moment to imagine that a few months from now,

You are sitting on your porch (in better weather of course), with an ice cold beer in hand, knowing you have a full client base, and are financially comfortable.

It will take some commitment, but the steps are simple.

I'm a digital strategist who has adopted the exact strategies that Gardenzilla LTD. (lawn care service in Toronto) used to make 3.7 million dollars in sales in 2022.

I have created a custom plan that specifically caters to your business needs. One of the initial crucial steps is optimizing your website for Search Engines (SEO), ensuring effortless flow of interested local traffic to your page.

Here's a sample of what your garden maintenance page could look like as a separate page from your original

bradlawncare.pagedemo.co

This is a lot to uncover in an email, which is why I suggest we book a call to discuss your business specifically, and how the strategies can come into play.

I am available Saturday at 11:00 am or Monday at 12:00 pm, let me know which works for you.

Sincerely,
Roham Ghiasi