

Hello Adam,

After coming across your car dealership ads on Instagram and noticing the positive reviews and awards you've received, I took the time to analyze your business and identify areas for improvement.

I have three captivating ideas to make your ads more visually appealing and engaging for your target audience. In these challenging times for car dealers, this presents a remarkable opportunity for you to elevate your business. Rest assured, this strategy carries zero risks, and the potential benefits are abundant.

Are you open to discussing this further on a call this week?

I'm excited to be part of the history and growth of AutoFlash, and together, we can take your business to new heights. Looking forward to hearing from you soon!

Regards,

**Emerson Rodas**

*Montreal, Canada*

1- How am I going to find prospects:

Most of my prospects, I'm going to find them online. I will pick a niche and start doing google term researches, youtube term researches and yelp research to find business owners.

Social medias will also be a tool I will use to find business owners

2- List at least 5 things you need to know about your prospect to see if their a good match:

- I need to know if they are in the buying window.
- I need to know if they are able to pay me for my service.
- Are they ready to increase their clients and revenue?
- I need to know if I can trust them.
- I need to know if the service I offer can actually help them.
- I need them to understand that Im a professional and I need to know if they are willing to respect

3- 30 seconds introductions of a phone call:

Hello, [Prospect's Name], this is [Your Name] . I hope you're doing well. I wanted to call you and personally follow up on the email I sent you regarding my copywriting services.

Did you have the time to look it up?

Perfect, well what I basically explained in the email is an offer I have for you which consist in creating tailored content that will allow to reach out to more people and increase the traffic to your website which will lead you to more clients and more money.