

**This is a reservicing biweekly email sequence**

**TAO of marketing: Based on this email**

**Business objective: Dominate peoples homes with painting services**

**[Web I made](#)**

### **1. Who are we talking to?**

People who work in remote jobs

Online business owners

### **Where are they at now?**

Level 4 Awareness- They know about us, this email is just a re-service

Scrolling on their emails after waking up, lunch time, or near bed time.

-Sees old paint fading away

- Sees wall damage, sheetrock damage
- Can't focus on their productivity

-Outdated room designs from the 70s

- Procrastinate on their phone since their environment isn't good enough for productivity
- Stressed out whenever they work

## **2. What do I want them to do?**

Text for a free estimate

## **3. What do they need to experience/think/feel to do that?**

They need to feel like their home is saved by our good services.

They feel like their problem is already solved before even booking a free estimate.

Feel like their home is the most outstanding in their neighborhood.

Finally be productive and work without any distractions

Relieved from our service and work while their favourite song is playing

## **Email:**

SL: [Name], if you're working from home

Preview: this is for you

Hey [Name],

If you're in a noisy, uncomfortable environment, it's hard for you to work.

Along with distracting imperfections: outdated paint, uncomfortable ceiling look, and more.

But whether you work on your remote job or an online business, your workspace is your castle.

And when the walls and environment lack inspiration, it can seriously zap your productivity.

**Most of your productivity comes from your environment.**

Here's how to upgrade your workspace into a more productive environment:

- **Light Colors:** Make your space feel larger and more open.
- **Accent Wall:** Add a bold color to one wall for visual interest.
- **Calming Shades:** Choose blues or greens to create a calming environment.
- **Inspiring Colors:** Use colors that boost creativity and productivity.
- **Easy Maintenance:** Choose durable paint for easy cleaning.

With colors, it's your choice as long as it triggers a productive and calming environment.

With a nice new room, you can work in peace while your favorite song is playing.

Are you willing to change an uncomfortable, distracting environment to a productive workspace you'll be satisfied working in?

Get in touch with me via text (Phone #)

Your friend,

Samuel