

Outreach to Accountants

Emails

Email #1

Subject line: Shropshire Resident with a Question?

Email:

Hey _____,

I'm reaching out to you because you have some glowing reviews like the one I've attached to this email.

[Attach screenshot of testimonial from Google Maps]

I recently helped an accounting firm increase its client base by 17% without doing direct sales.

By improving their website design, mobile experience, and SEO ranking, they got a lead the next day, and in 2 weeks, they had increased their client base by 17%.

I think this would work well for you. Would you like to see how I pulled it off?

Thanks,
Jed.

P.S. Have a look at my website for testimonials and more info

Times tested	Opens	Open rate	Replies	Reply rate
73	28	38%	1 positive 5 negative	1%

4 people replied saying they weren't interested. 1 person replied saying he was interested and then insisted that I give him a quote before a call. I gave him the quote before we arranged a call and he said he would just redesign his website by himself.

Test:

- Different Hooks
- Value propositions
- Screenshots

Draft up a follow up email for openers

Email #2

Subject line: Shropshire Resident with a Question?

Email:

Hey _____,

I'm reaching out to you because you have some glowing reviews like the one _____ gave.

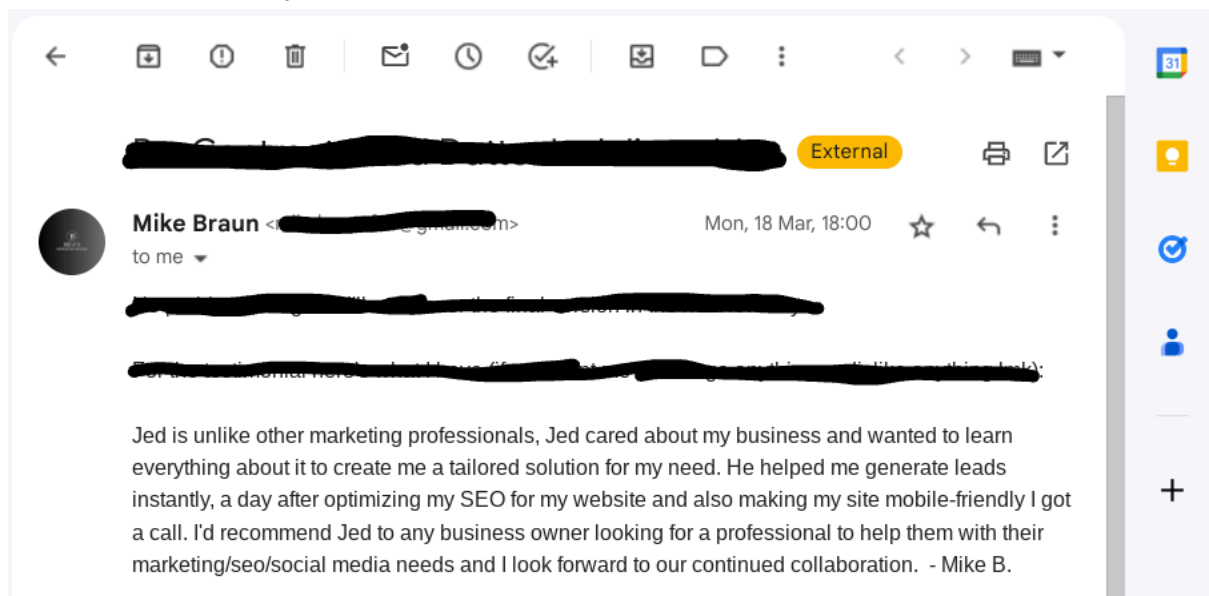
I recently helped an accounting firm increase its client base by 17% without doing direct sales.

By improving their website design, mobile experience, and SEO ranking, they got a lead the next day, and in 2 weeks, they had increased their client base by 17%.

Would you like to see if this method could get you similar results?

Thanks,
Jed.

P.S. Have a look at my website for more info



Times tested	Open Rate	Positive Replies	Positive Reply Rate
30	41%	0	0%

Email #3

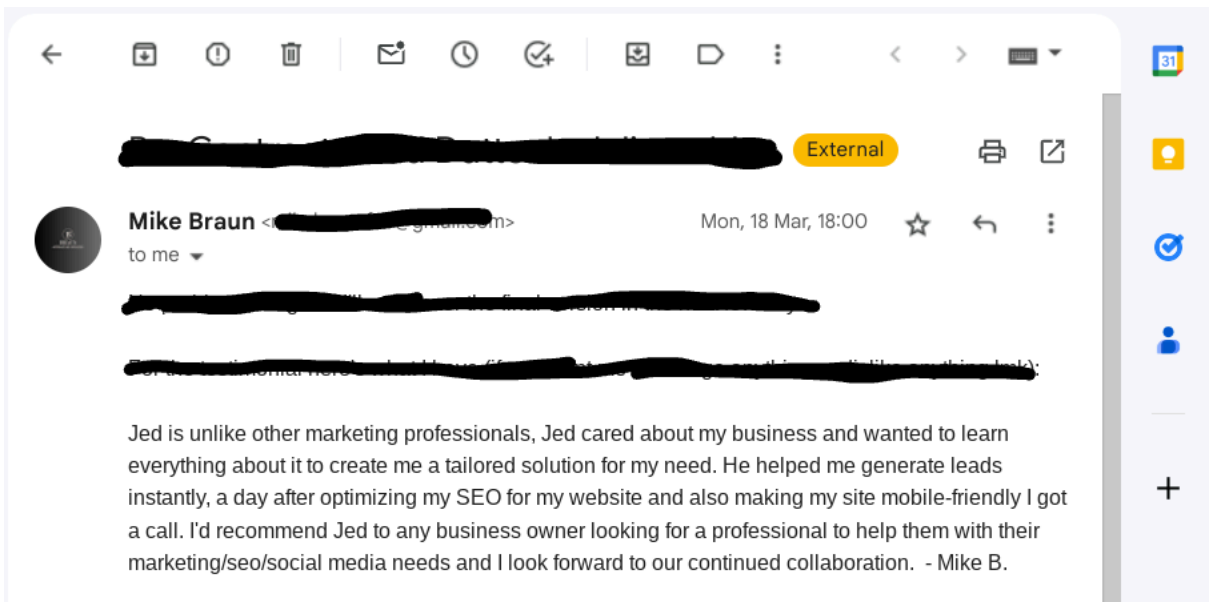
Subject line: Shropshire Resident with a Question?

Email:

Hey _____,

I'm reaching out to you because you have some glowing reviews like the one _____ gave.

I helped a fellow accountant get 17% more clients through their course with a website optimization strategy that I've called "WebFlow Formula".



Are you interested in having a chat to show you the behind-the-scenes of how I did this?

I'll happily send you a £10 Starbucks gift card so we can have a virtual coffee together...

Thanks,
Jed.

P.S. Have a look at my website for more info

Times tested	Open	Open rate	Positive Replies	Positive Reply Rate
40/50	10	25%	0	0%

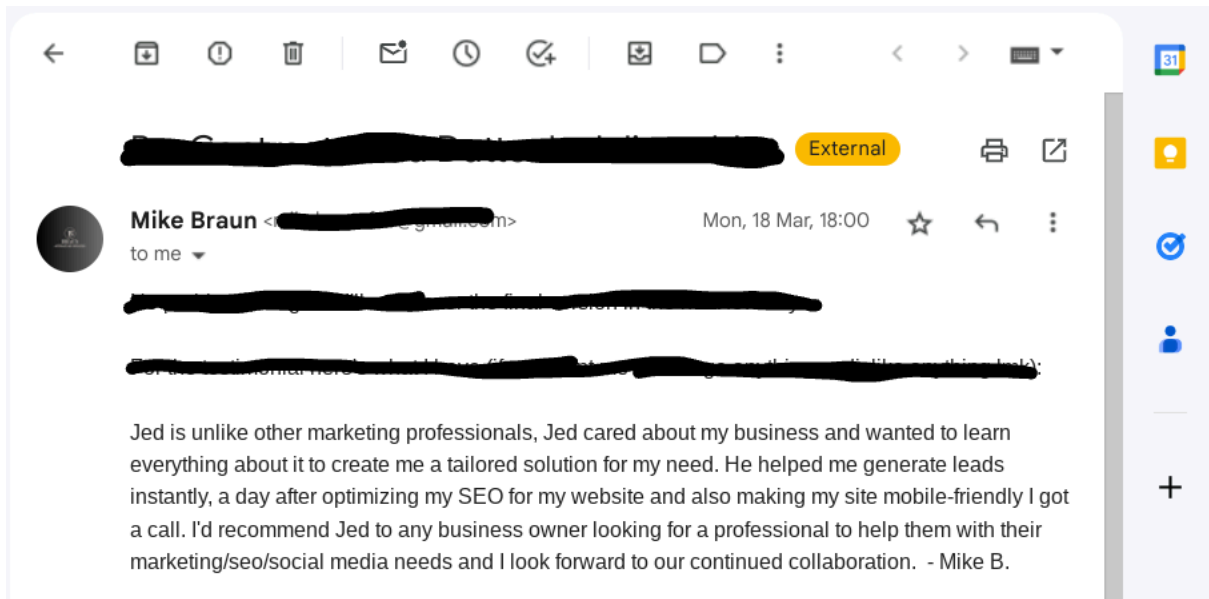
Email #3

Subject line: Shropshire Resident with a Question?

Email:

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I'll happily send you a £10 Starbucks gift card so we can have a virtual coffee together...

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Jed.

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Times tested	Open	Open rate	Positive Replies	Positive Reply Rate
0/50	0	0%	0	0%

Follow-up strategy -  **Follow-up Strategy for Accountants**