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| To | 5 Elements Salon |
| Cc | |
| Bcc | |
| Subject | Turning Potential Clients into Active Clients |

Hello Jenny!

I'm sure you're aware of how competitive the salon industry can be, and how hard it can be to get to potential customers before competitors do.

One of the best ways to ensure that these potential customers pick 5 Elements Salon is by selling them the idea that your salon will make the difference between them "looking" beautiful and "feeling" beautiful.

I did a little bit of research into your salon, and saw an opportunity to help you do just that. While your website provides customers with important information and is quite visually appealing, it doesn't do much in showing off the experience your clients get when coming into the 5 Elements.

Your reviews are filled with people raving about how enjoyable their experience was, how much better they feel physically and mentally after leaving, or even just how much they liked your employees and how they treated them. Imagine if people checking out your website could get a taste of that same feeling.

This is why having a well thought out and impactful landing page makes all the difference when it comes to acquiring and maintaining clientele.

This could be a gamechanger for 5 Elements, and give you quite a leg up over other salons that aren't taking advantage of this simple change. Below I have attached a small sample of my work, a reimagined "About us" page for your website. If you like what you see, I'd be happy to talk with you about ways to implement this kind of text into your landing page and throughout the rest of your website, giving potential clients a peek into the transformative experience they will have at 5 Elements. Just reply to this email and I'll make sure to get back to you soon.

Regards,
Brady Vandagriff
