

Please watch the video that goes with these emails and don't forget to tweak and adjust to make them fit your business. Here's to your success!

Send Day	Email subjects	emails
1	How to get serious about new client acquisition	<p>&lt;&lt;firstname&gt;&gt;,</p> <p>Ever thought about why you're not getting your share of potential new client conversations that convert (and what to do about it).</p> <p>Here are a few things we learned and readily share:</p> <ul style="list-style-type: none"><li>• <b>Competition is fierce</b>, prospects are extremely savvy &amp; stressed, and the sheer bad and unactionable information available is out of control. Only Firms who shift tactics &amp; work smarter, not harder will make it in 2023 and beyond.</li><li>• <b>Too much talk</b> with very little action - there's a lot of "networking", "pitches", and "meetings", but 94% fail to bear fruit and close deals. Only firms positioned as value-based providers will come out ahead.</li><li>• <b>Inundation is across all markets</b> - Prospects are getting pounded 20-25X daily with ineffective messages long on false promises &amp; shy on results. Only firms positioning their Authority &amp; Expertise will differentiate and control the client acquisition process.</li></ul> <p>In fact, we hear over and over again, "We want these meetings to convert into engagement letters!"</p> <p>Let's carve out a few minutes to talk about your firm's growth goals and strategy to get there. Just hit reply and I'll set it up.</p> <p>For your growth initiatives, {your name and signature here}</p>

		<p>P.S. In case you're wondering and thinking, "they're probably going to try to sell me something and it's gonna be a pitchfest". I assure you that's not the case. We are NOT selling anything - just providing information. We know that if we reach out with real value, those that see the value will want to engage with us. That's it. That's the catch.</p>
4	<p>Startups are using innovative techniques to find funding and deals</p>	<p>&lt;&lt;firstname&gt;&gt;,</p> <p>Even small firms and solo practitioners are landing new clients because they are showcasing their authority and expertise. They do this by putting themselves in the alpha position over other competitors. This is all about proving your worth to get where you want to go.</p> <p>You would be a great fit because we've "look-a-liked" you with our other clients who were looking for help scaling up. Let's grab 15 minutes this week to chat about your growth strategy and goals. Just hit reply and I'll set it up.</p> <p>For your growth initiatives, {your name and signature here}</p> <p>P.S. In case you're wondering and thinking, "they're probably going to try to sell me something and it's gonna be a pitchfest". I assure you that's not the case. We are NOT selling anything - just providing information. We know that if we reach out with real value, those that see the value will want to engage with us. That's it. That's the catch.</p>
7	<p>{{FirstName}}, sustainable, recurring revenue in your P&amp;L</p>	<p>Hey &lt;&lt;firstname&gt;&gt; - Some of our clients are law firms whose top two issues were underestimating the cost and time required to enter new markets. This included formulating a pipeline for close opportunities in 2022, as well as its ability to market on more channels.</p> <p>But don't worry! We found an easy way around this by using lookalike audiences that helped generate additional new business development in just 140 days- no matter what your firm specializes in, we should talk.</p>

		{your name and signature here}
11	Use the same methods tech start-ups use to find funding and deals	<p>{{FirstName}} -we took the initiative and "look-a-liked" you with our hyper-growth client firms.</p> <p>They were too focused on other areas of their firm's operations and not enough on the pulse of their markets. We helped them better predict new client acquisitions that aligned with their internal P&amp;Ls, along with creating market awareness for a recurring revenue growth strategy all without any risk at all! If this approach doesn't work for you, there are other client growth models we can share.</p> <p>{your name and signature here}</p>
14	Track, and then take action when necessary	<p>{{FirstName}} - We have found that when our clients are at the stage of their firm where they need to expand, it is very difficult for them. The main reason for this is because Founders and Executive Team members were too focused on other operational areas and not enough on understanding their market(s).</p> <p>If you find yourself in a similar situation, let's grab a few minutes for a quick discussion. Happy to share what we see going on in the market.</p> <p>{your name and signature here}</p>