

# The 3 different variables I will be using for local outreach

## Variables #1

### Subject line

- Want money?

### Template

Starting the convo by telling them exactly why I am emailing, different headlines I've used in my outreach

I AM EMAILING YOU BECAUSE I CAN HELP YOU EASILY ATTRACT MORE CLIENTS!

I AM EMAILING YOU BECAUSE I CAN HELP YOU GET MORE CLIENTS COMING THROUGH YOUR DOOR!

I AM EMAILING YOU BECAUSE I CAN HELP YOU ATTRACT MORE CLIENTS!

### Body

I am a fellow **city** student studying marketing

I am currently doing a case study, and my task is to get **business-type** more clients.

I have done extensive research on this specific industry and can **help you with wtv i can help theme with.**

**Some type of credibility, of why it will work.**

Is this something of interest to you, are you available to meet up or schedule a call sometime this week to further expand?

Thanks,

2 outreaches I have sent

I AM EMAILING YOU BECAUSE I CAN HELP YOU GET MORE CLIENTS COMING THROUGH YOUR DOOR!

WAIT!

I am a fellow Concord student studying marketing.

I am currently doing a case study, and my task is to help massage businesses get more clients.

I have an idea to get you more clients as soon as next week...

And no, you don't have to spend hundreds of dollars on advertisements at all.

I am presenting this opportunity to your business specifically because you might not be the most popular in Concord.

But you still have great prices and offer small services like "hand" and "foot" massages, which is why you're the perfect fit for this.

Is this something of interest to you? Are you available to meet up or schedule a call some time this week to discuss this further?

Thanks,

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I AM EMAILING YOU BECAUSE I CAN HELP YOU ATTRACT MORE CLIENTS!

WAIT!

I am a fellow Antioch student studying marketing.

I am currently doing a project/case study, and my task is to get chiropractors more clients.

I can easily help you show up as the top result in the Google search engine, leaving all of your competition behind.

Is this something of interest to you? Are you available to meet up or schedule a call some time this week to discuss this further?

Thanks,

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## Variable #2

Subject line

- **Their name?**

## Template

**Name**, I know you get a ton of marketing emails all of the time...

I am essentially doing the same, the difference, however, is that you and I are pretty much like neighbors.

I am a fellow **Place** student and currently doing a case study specifically for the **Business type** industry.

My goal is to simply help you attract more clients for your particular services.

How? You may ask...

### **Mechanism**

If getting more clients is something of interest to you, are you available to meet up or schedule a call sometime this week to further expand?

Sincerely,

## 2 outreaches I have sent

Hi Serenity,

I know you get a ton of marketing emails all the time...

I am essentially doing the same; however, you and I are pretty much like neighbors.

I am a fellow Pleasant Hill student studying marketing and currently working on a project for the Spa/Massage industry.

My goal is to help you convert your website traffic from viewers to customers.

How, you may ask?

I have an idea that consists of six minor tweaks you can make to your homepage to drastically increase your conversion rate.

If getting more clients is something of interest to you, are you available to meet up or schedule a call some time this week to discuss this further?

Sincerely,

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Hey Dr. Patel,

I know you get a ton of marketing emails all the time...

I am essentially doing the same; however, the difference is that you and I are pretty much like neighbors.

I am a fellow Pittsburg student studying marketing and currently working on a case study and project specifically for the dental industry.

My goal is to help you attract new clients through your small services, like *teeth whitening* and *teeth cleaning*.

I have three different ideas that can bring in new clients within a week. If you like them and want to test them out, that would be great.

If this is something of interest to you, are you available to meet up or schedule a call some time this week to discuss this further?

Sincerely,

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## Variable #3

### Subject line

- Name?
- The same as before

### Template

- Using a fascination as a headline

### Outreaches I have sent

The secret to KEEP bringing in new clients every month for dental services, EVEN IF THEY DON'T HAVE AN EMERGENCY?

Hi, Dr. Jennifer,

I am a fellow Antioch student studying marketing and currently working on a case study and project for the dental industry.

I have conducted extensive research for this industry and have some ideas that can help you easily attract more clients...

Here's exactly how I can assist you:

- Reach the right type of audience.
- Drive more traffic to your website.
- Convert them into loyal customers, or patients in this case.

If you are interested in these ideas and would like to test them out, that would be great. Are you available to schedule a call or meet sometime in the next couple of days to discuss this further?

Sincerely,

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Discover the secret website hack to become the top result in search engines... And leave all of the competition behind.

Hello, Dr. Harris,

I am a fellow Antioch student studying marketing and have been tasked with helping a chiropractor for a project.

I have conducted extensive research for this industry...

I have some ideas that can not only help your website reach the right type of audience...

...but also convert that traffic into customers by simply making a few minor tweaks to your website.

If you like them and want to test them out, that would be great.

Are you available to meet up or schedule a call sometime in the next couple of days to further discuss this?

Sincerely,

