

EMAIL 1

SL - Welcome!

Hey there, (Steven), I'm delighted to see you here!

I want to give you a massive welcome to Colum Lynch Photography, and I'm excited to get to know all about you and your business.

But before we can get into that!

Here is, as promised, where you can catch me for a casual 15-minute Zoom meeting 📌

[HYPERLINK BUTTON](#)

We'll chat, briefly get to know your business, and see if professional-grade imagery is something that could help you transform (business name) into your vision for it.

I look forward to speaking with you soon, and hopefully getting to know you a bit better over the next few weeks!

[HYPERLINK BUTTON](#)

EMAIL 2 - *UPDATED VERSION UNDERNEATH*

SL: Not Just a Before & After...

What the heck is the difference *professional* photography makes?

...And who the heck needs it?

First of all, it would be way too easy, and no fun, to just show you a business' before and after of professional imagery.

So let's have fun...

Now picture this...

It's the first day of your long-awaited summer getaway.

You're lying on a golden, sandy, sun-scorched beach.

You can hear the waves crashing against the cliffs, and seagulls squawking...

...kids running and playing football, and the stream of cars filled with more families coming to steal a piece of the beautiful beach for themselves.

It's so relaxing you start to drift asleep...

SWOOSH

A small water plane flies less than 100 feet over your head, effortlessly landing in the sea in front of you, with everyone watching in awe.

That woke you up!

But why?

It's for the same reason people need professional photography for their business.

Because the cars, birds, waves and kids screaming, all just blend in.

But the plane, well that caught

EVERY.

SINGLE.

PERSON'S.

Attention.

With professional imagery, your business can be the plane, and **you** can be the **pilot flying it.**

Don't let your business just blend in with the rest.

Just look at what these other local business owners you might know have to say:

[LINK](#)

EMAIL 2 - LATEST DRAFT

So...

(Sits back and cracks knuckles)

Do you want a quick and easy way to 50x your sales?

Do you want to sit back, relax, and watch as thousands upon thousands of new customers appear every day?

Do you want to be no.1 on Forbes within 2 weeks?

Well, you're in the wrong place.

I try to avoid "crazy talk"

But I'm sure there are plenty of "woo woo" gurus lurking on Instagram or Youtube who will be happy to promise you all this.

Unfortunately, photography isn't going to 50x your sales.

But wait...

Aren't I meant to be telling you why photography is the best thing in the world that could ever happen to your business?

Yeah, maybe I should be...

But I'll be level with you.

I can't take a few pictures and promise to 50x or even 10x your sales overnight.

But what I can do is capture your brand in its best light,

Tell your brand's story,

Make it so hard for people to not engage with your brand when they see it that they'd rather pull their hair out than ignore it.

(Okay, that's the only time I'll exaggerate 😊)

If your brand has a story worth telling, then I have been told that I can “skyrocket sales”

I don't know what number “skyrocket” is

So I'll let you decide if it's a good enough multiplier

Just look at what these other local business owners you might know have to say:

[LINK TO TESTIMONIALS](#)

EMAIL 3

SL: Ignore if you have 500k followers

Why isn't (business name) at 500k social media followers and known countrywide?

And you can't blame silly things like the state of the market!

Or your “*media presence*”

And it's not because you're just missing better pictures for your business (unfortunately)

(That would make my job a lot easier)

The reason some businesses make it big is because of ONE reason...

It's not something so black and white...

And it's why most businesses overlook the need for a professional photographer...

What it takes, is to *define* your **BRAND**

Not exactly straightforward though right?

But thankfully, the fastest and easiest way to start setting *your* brand apart from the rest of the herd...

Is simply with engaging imagery...

Imagery that allows you to connect with, and grow your audience.

If that's something important to you, then schedule your consulting call below.

[LINK](#)

EMAIL 4

SL: How photography increased sales by 304%

I noticed you were still on the edge after our last few emails.

So RE me if I'm wrong, but:

- A) You're not actually a business owner, and for some reason, you just really enjoy reading my emails

(I bet you're saying to yourself "as if")

Or more likely;

- B) You are a business owner but are afraid of committing to something that could potentially put your business on a much more powerful trajectory

Now frankly, I don't want to give you every reason under the sun why you need photography;

Instead, here's a story, and you can decide for yourself 📌

Connor (a young entrepreneur) runs an online store, managing the business himself in his spare time.

Filled with ambition and chasing his vision for his business, his goal is to grow his store and become an established brand.

Now Connor sells furniture in his store;

(a very competitive market to break into)

Especially as a solo entrepreneur on the side.

Hence why he wasn't exactly up to his neck in orders, and the work he was putting in for his business didn't seem to have any avail.

He had tried:

- Changing his website
- Different social media posts and content
- Listening to all the gurus telling him what he should and shouldn't be doing

He could have kept banging his head against the wall, or taken a punt and made the investment in growing his brand.

Without even any consultation call, Connor rang me and told me exactly what he was looking for

Instantly I knew strong photography was what his store was missing.

Within 2 months of working together, Connor's business saw an increase of sales by 304% (and still rising).

Maybe, it's just a coincidence that 2 months after he invested in professional imagery he saw a 3x spike in his orders.

Maybe it was just because he started to listen to all these gurus more closely.

But I certainly know what Connor attributes his recent success to.

If you're on the edge of whether photography is right for you, book a consultation call to find out.

It's free and only 15 minutes.

There's no way to lose.

👉 [LINK](#)

EMAIL 5

SL: Hey, Joel

Hey, [Joel](#)

It's Colum here

I'm just going to be upfront with you

If you're still here after all the emails I've sent to you in the past while

Professional photography probably isn't for you

Maybe it's because you aren't familiar or comfortable with it

Or see it as a risk

But just before you decide that your business definitely won't be better off with professional imagery...

Let me ask you this...

Have you ever seen anyone get a physical injury before?

And when they were injured, did they try downplaying how bad it actually was?

Did they say "Ugh, it will be fine"

Were they reluctant to go to a doctor or physio to get it treated?

And when they did go, were they glad they went in the end?

Thankfully nobody here has a physical injury (at least I hope)

And luckily it's much easier to have a 15-minute chat with me than it is to go to a doctor.

Plus, if nothing else, it will at least give you clarity on whether you do or don't need photography.

All I'm saying is it's better to be sure and have no regrets at the back of your mind.

Save yourself a spot for whenever suits you 📌

[LINK](#)

Best Regards,

Colum Lynch