

6 Email Follow Ups

EMAIL 1 – Subject: “Are You Ready for the Next Power Outage?”

Hi [Name],

Imagine this: It's 9 PM. A storm rolls in. Suddenly, everything goes dark.

No lights.

No AC.

No fridge.

No internet.

Now, imagine that lasting not for an hour—but for 3 days.

That's exactly what happened to families across [Local Area] last year. And experts say outages are becoming more frequent and lasting longer.

Would your home be ready?

A standby home generator could mean the difference between comfort and chaos during the next outage.

Let's talk about protecting your home and family.

Schedule Your Free Consultation Here → [Link]

Stay safe,
[Business Name]

EMAIL 2 – Subject: “The Real Cost of Losing Power”

Hi [Name],

A power outage isn't just an inconvenience. It's expensive:

- **\$300+ in spoiled food**
- **\$150/night in hotel stays**
- **Missed work**
- **Frozen pipes or flooding**
- **Damaged electronics**

The costs pile up fast. And it can all be avoided with one simple solution—a standby generator that automatically powers your home when the grid fails.

Don't wait for the next storm to realize the true cost of doing nothing.

Let's protect your home—Schedule Your Free Consultation → [Link]

Talk soon,
[Business Name]

EMAIL 3 – Subject: “Never Lose Power Again (Automatically)”

Hi [Name],

What if power outages were no longer a concern—ever?

With a standby generator, your home stays powered automatically when the grid goes down:

- ✓ Lights stay on
- ✓ Food stays fresh
- ✓ AC and heat keep you comfortable
- ✓ Security systems stay active
- ✓ Work-from-home setup stays online

All with zero effort on your part.
No gas cans. No extension cords. No hassle.

Just peace of mind—every single time.

Let's talk about the right solution for your home:

Book Your Consultation Now → [Link]

Protect what matters,
[Business Name]

EMAIL 4 – Subject: “Why Your Neighbors Are Choosing Standby Generators”

Hi [Name],

We’ve helped families across [Local Area] stay powered and protected during the worst outages. Here’s what they’re saying:

“During the hurricane last summer, we were the only house on the street with power. Our generator paid for itself that week!” – The Johnson Family

“We have medical equipment at home—losing power isn’t an option. Our generator gives us complete peace of mind.” – Sarah W.

These families trusted us to protect their homes—and we’d love to do the same for you.

Let’s customize a generator solution for your home—Schedule Here → [Link]

Looking forward to helping you,
[Business Name]

EMAIL 5 – Subject: “Is a Home Generator Worth It?”

Hi [Name],

Let’s talk numbers.

A standby generator is an investment—but so is doing nothing.

 Power outage costs:

\$300+ in spoiled food

\$150/night in hotel stays

\$2,000+ for flood damage

Lost work, stress, and uncertainty

 Standby Generator:

Protects your home for 10+ years

Boosts home value
Keeps your family safe and comfortable
The math is simple:
One-time investment → Years of security and peace of mind.

We'll find the right system for your budget. Let's talk:

Schedule Your Free Consultation → [\[Link\]](#)

Talk soon,
[Business Name]

EMAIL 6 – Subject: “Storm Season Won’t Wait – Secure Your Home Today”

Hi [Name],

Storm season is approaching fast—and once the next big storm hits, demand for generators skyrockets.

That means:

- ⚠ Longer wait times
- ⚠ Higher prices
- ⚠ Risk of getting left in the dark

Don't wait until it's too late.

Let's get your generator installed **before the rush**—so you can relax when the storms hit.

Schedule Your Installation Consultation Now → [\[Link\]](#)

We have limited appointments available before the season kicks in. Lock yours in today.

Stay powered,
[Business Name]