

LOCAL OUTREACH EMAILS FOR STARTER CLIENT
(NOTE THAT THESE ARE TRANSLATIONS FROM ITALIAN EMAILS)

1st business:

Gym focused on movement as a way of healing the body.

Their site is shit and has the standard Latin text instead of descriptions (Lorem ipsum...)

Dear [Recipient Name],

My name is Pietro, and I've been working in marketing and copywriting for some time now.

Would you be interested in a free review of your website?

While browsing your site, I noticed that instead of various descriptions, there's a standard Latin text. This certainly doesn't help visitors get to know your company. By adding these descriptions and making a few other small changes, you would be more likely to have visitors contact you.

I'm offering this service for free because I'm just starting out in this field, so this is the only guarantee I can offer you at the moment. In return, I would only ask for a testimonial to increase my credibility.

If you're interested or if you have any questions, please don't hesitate to reply to this email!

Thank you for your time,

Pietro

2nd business:

Plumber

Their site has a long descriptions of their services, written in a confusing and poor way.

Dear Mr. Rinaldi,

My name is Pietro and I've been working in marketing and copywriting for a while now.

Would you be interested in a free review of your website?

I've visited your site and I've come up with some ideas to make it more appealing to readers. If you were to implement these changes, you'd be more likely to be contacted by people who visit your site, and therefore have more potential clients.

I'm offering this service for free because I'm just starting out, so this is the best guarantee I can give you. In exchange, I would only ask for a testimonial if you're satisfied with the results.

If you're interested or have any questions, don't hesitate to reply to this email!

Thank you for your time,

Pietro
