

Email 1:

SL: customer details

Hi [name],

I was just checking out your site and I really like your free consultation offer.

Free consultations are great for getting potential customers to take that first step and give you their details, but have you considered converting your booking form into a quiz?

In 2023 the big name companies are all doing this; they realised you can take the customer immediately to the point of buying by using a series of emotion-based questioning.

One of the UK's leading skincare brands (skin and me) use this exact method to sell 100's of products, every day.

See here - <https://www.skinandme.com/consultation/sign-up/all-about-you/skin-goals>

I already went ahead and made you a quiz, would you like me to send it?

Kind regards,

Jacob.