

Hi, George

I noticed your website looks amazing, and that's great to see. I worked with a client recently who, like you, had a solid website but needed help with their social media presence.

After I stepped in, here's what I did:

- Redesigned their social profiles to make them look consistent and professional.
- Boosted engagement so they started seeing more interest from customers.
- Helped them create a polished, trustworthy image across all channels.

They've noticed more customer interest since, and I'd love to help you get the same results. Do you have a few minutes to chat about this?

Thanks!

PS: I've attached my case study below, feel free to check it out!

Hi [Business Owner's Name], I'm a fellow Dublin student studying marketing and have to help a local business for a project. I've done some research and have a couple of good ideas to share with you that I think can help you get some new customers for your Restaurant. If you like them and want to test them out, that would be great. Would you be willing to have a call or meet sometime in the next few days? Thanks,

Moses

Hi Eden Team, I'm a fellow Dublin student studying marketing and have to help a local business with a project. I've done some research and have some good ideas to share with you that I think can help you get new customers for your Restaurant. It would be great if you like them and want to test them out. Would you be willing to have a call or meet sometime in the next few days? Thanks, Moses

For local business outreach, the *Warm and Local Outreach Training* document suggests focusing initially on a specific list of businesses rather than reaching out to any business indiscriminately. This approach is designed to maximize connection opportunities with businesses that typically benefit most from digital marketing assistance and that are accessible for building relationships.

The suggested list to start with includes:

1. **Local gyms or fitness studios** – These businesses often need help with social media visibility and local promotions.
2. **Health and wellness providers** – Chiropractors, massage therapists, and similar businesses value customer relationship management and local advertising.

3. **Salons and spas** – This industry frequently requires strong online presence and customer retention tactics.
4. **Restaurants and cafes** – Many local eateries look for ways to attract and retain local customers, especially through promotions and social media.
5. **Real estate agents** – Local agents can benefit from increased online exposure to attract clients within specific geographic areas.

By targeting these types of businesses, you focus on those with a likely need for digital marketing assistance and who are also generally familiar to the community.

Starting with these targeted businesses can help streamline your outreach efforts and increase the likelihood of securing opportunities for consultations and potential collaborations.

- **Look for the Owner's Name:** Before sending, you might try checking the business's social media profiles, LinkedIn, or their website's "About Us" page to find the owner's or manager's name.
- **Call the Business Directly:** A quick call to the business with a simple, "Hi, I'm [Your Name], and I'd like to send a message to the owner. May I ask their name?" can be a fast way to get it.

Using a general greeting like "Hi there" keeps it professional and friendly, even if you don't have the specific name.

### Option 1: For an Email or Proposal

"Here's what Aron Moran from Northwest Party Event Hire had to say after I helped his business revamp its social media and online presence:

*'Moses has...excelled [in] what I had hoped for...My website, which was only a skeleton, is now a fully operational website also available on mobile. Moses has a very bright future...He's very driven and has taken the time to learn my business, which has definitely brought more eyes to my products.'*

Aron's results included an upgraded website and significant social media growth, which continues to drive new attention to his business. I'd love to discuss how I could bring similar results to [Prospect's Business Name]."

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**Option 2: As a Visual Insert in a Brochure or PDF Proposal** Include Aron's testimonial as a quote with key results highlighted. Use bullets to summarize:

- **Increased social media followers and engagement** (from X to Y)

- **Complete website revamp**, now mobile-optimized
  - **Enhanced professionalism and visibility**, attracting more customers
- 

Using a real client's feedback shows the impact of your work, and summarizing key outcomes helps new prospects quickly see the value you bring. Let me know if you need more help refining this!

**You said:**

can you do the second option for me illustrate

**ChatGPT said:**



Certainly! Here's how you could format Option 2 for a brochure, PDF proposal, or even as a section within an email. I'll illustrate it as text here, but you could turn this into a graphic with design tools to enhance visual appeal.

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## **Client Success Story: Northwest Party Event Hire**

### **Client Feedback:**

"Moses has... excelled [in] what I had hoped for... My website, which was only a skeleton, is now a fully operational website also available on mobile. Moses has a very bright future... He's very driven and has taken the time to learn my business, which has definitely brought more eyes to my products."

— *Aron Moran, Owner, Northwest Party Event Hire*

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### **Key Results Delivered:**

- **Expanded Social Media Presence**  
Grew social media following across platforms, building a more engaged audience and increasing brand visibility.
- **Website Overhaul & Optimization**  
Transformed a skeleton site into a fully functional, mobile-friendly website that enhances the business's professional image and improves customer accessibility.
- **Professionalism & Brand Visibility**  
Implemented strategies tailored to the client's industry to bring a more polished, customer-focused experience, which has attracted more attention to the business.

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*Interested in achieving similar results? Let's discuss how I can help elevate your online presence and drive new growth for your business.*

"Since we've seen good results from the website and your social media, I'd love to continue scaling up the work for even stronger outcomes. Going forward, my rates for this package would normally be [\$X/month], but for a limited time, I'd like to offer it to you at [\$Y/month]. I'm confident this will drive even more business your way and I'd be happy to continue working with you."

## **Step 1: Emphasize Your Value and Results**

Start with a conversation where you highlight the measurable results you've delivered so far. This can help reinforce the value of your contributions. Mention any increases in engagement on social media, site visits, or positive client feedback. Use a friendly, confident tone to showcase these results without sounding desperate or too focused on selling, as recommended by the *Two-Step Sales System*.

## **Step 2: Make a Specific Paid Offer**

Transition from the value conversation to a specific, attractive offer for ongoing services. According to principles from *\$100M Offers*, one way to structure this is by framing the benefits of continued paid services around solving the client's key challenges (e.g., "Let's make sure your site reaches the right audience") and possibly introducing a limited-time incentive or guarantee to encourage action. You could say:

"Since we've seen good results from the website and your social media, I'd love to continue scaling up the work for even stronger outcomes. Going forward, my rates for this package would normally be [\$X/month], but for a limited time, I'd like to offer it to you at [\$Y/month]. I'm confident this will drive even more business your way and I'd be happy to continue working with you."

This approach ensures you're valuing your work while offering an appealing, limited-time pricing model to get the client onboard with a paid commitment.

Hi Eden Team, I'm a fellow Dublin student studying marketing and have to help a local business with a project.

I've done some research and have some good ideas to share with you that I think can help you get new customers for your Gym & Spa. It would be great if you like them and want to test them out.

## **Testimonial**

*"Moses has... excelled [in] what I had hoped for... My website, which was only a skeleton, is now fully operational and also available on mobile. Moses has a very bright future... He's very driven and has taken the time to learn my business, which has brought more eyes to my products."*

— Aron Moran, Owner, Northwest Party Event Hire

Hi Eden Team,

I'm a marketing student here in Dublin working on a project to help a local business like yours. I've done some research and have ideas tailored to help bring in new clients for your Gym & Spa.

If you're open to hearing these, I'd love to share them! In the past, I've had success helping other businesses improve their online presence, and I'm confident these new strategies can bring similar results to Eden.

Would you be up for a quick call or coffee this week to go over these ideas?

Thanks,  
Moses

### **1. Ask for the Testimonial:**

Use a friendly, casual approach since she's your first client, and she seems happy with the work:

"Hi Olivia! I'm really glad to hear you're happy with the website—it was a pleasure to work on it. 😊 If you're comfortable with it, could you possibly share a quick testimonial about your experience? It would mean a lot as I'm building up my portfolio, and your words would be incredibly helpful!"

### **2. Transition to a Paid Offer:**

After she responds positively (or even if she's a bit hesitant), you can introduce a light suggestion for ongoing work to help her grow her beauty salon's reach online:

"Thanks so much, Olivia! I was also thinking—since the website's all set up now, I could help you with a few digital marketing strategies to attract even more clients online. We could start with something small, like creating a social media presence or running some targeted ads to get more eyes on the salon. Is that something you'd be open to discussing? I'd love to help you grow your online reach!"

This approach is gentle but shows initiative and provides a natural path for her to consider additional services. Adjust the offer if there's any specific area she might be more interested in.

**You said:**

she doesnt relly know these tech stuff .. so now after she would be interested ,what next

**ChatGPT said:**

Since Olivia isn't familiar with digital marketing, start by explaining things in simple, benefit-focused terms and avoid jargon. Here's how you can take her through the next steps after she shows interest:

## **1. Schedule a Friendly Consultation**

Invite her for a short, casual meeting (online or in-person) to discuss her business goals:

"Great, Olivia! Let's set up a time to chat. I'd love to hear more about your goals for the salon and share a few simple ideas that can bring in more clients. We'll keep it easy to understand, and I'll show you exactly how it can work for your business."

## **2. Present Key Benefits in Simple Terms**

When you meet, focus on 1-2 specific services that can make the biggest impact. Here's an example for social media and local ads:

- **Social Media Presence:** "We could set up a simple Instagram or Facebook page for the salon. This lets you post photos of your work, connect with locals, and attract new clients. It's like word-of-mouth, but online!"
- **Targeted Ads:** "I can help run local ads online so people nearby can see your salon. It's a way to bring in more walk-ins and bookings without much effort from you."

## **3. Suggest a Low-Risk Introductory Offer**

Make it easy for her to get started by offering a low-risk, trial period to build trust and demonstrate value:

"I can handle everything for the first month as a trial, so you can see how it works without any commitment. If you're happy with the results, we can continue; if not, no worries!"

#### **4. Create a Simple Package or Service Plan**

If she's interested after the trial, suggest a straightforward service plan. For instance:

- **Monthly Social Media Management:** \$X/month
- **Local Ad Campaign:** \$Y/month for targeted ads

#### **5. End with Reassurance and Support**

Make sure she feels supported:

"I'll guide you through the whole process, and we'll make adjustments as needed to ensure you're happy with everything. I'm here to help every step of the way!"

This step-by-step approach can help Olivia feel comfortable with digital marketing and see the value of your services before committing long-term.