

SL: An amazing idea for an amazing welder.

Hey Dusty,

The fact that you're able to get anyone with any setup to go from gray porosity-filled welds to dimes on dimes is astonishing.

And because of that, I have thought of a few funnel ideas for your training program that might make you giggle like a little girl from excitement.

Well actually, they probably won't, I hope...

But they will make you sit back in your chair admiring the massive welding empire you've built.

The funnels I have in mind have worked for some other companies, even Millers Welding School, so it's pretty well guaranteed to drive many customers to you too.

I don't know if you are familiar with the whole "funnel" concept, but there are a few different styles and tactics that I would love to explain to you.

I also noticed that on your "about" page, you mention that you plan to grow Pacific Arc Tig Welding on a much bigger scale. This may be one of the first and most important steps to making that happen.

There is absolutely no doubt that this is a pretty cool thing and I would be more than happy to explain everything to you over this email, a preferred one, or simply a quick call sometime when we are both free.

Thanks,
-Isaac

Hey Dusty,

Ya, I'd love to tell you more about me and what I can do for you.

I'm a young guy from BC which I believe is where you are from too, so that's kind of cool.

I have months and months of training and experience on how to make funnels pretty well irresistible for your target market.

That's because the words I place on the funnel pages are words from the literal lord himself.

And with that ability, I can write you amazing emails, website pages, SMS messages, product descriptions, and pretty well anything you can think of that needs words on it.

Sounds pretty sick, hey?

I also think its really cool how you have joined a program that teaches you about this stuff and I'd like to hear a bit more about it, so if you want, I'd love to hop on a quick call with you sometime to talk about it and then I can show you some examples of my work and what exactly they will do for you.

Thanks,
- Isaac

Yo Dusty, how's it going man?

Hopefully you had a good May long and were able to kick back and relax in this nice(ish) weather.

Its almost been a month since I last was talking to you,

And in that month I've noticed that your business could possibly be in "Critical mass" right now.

Not sure if you are familiar with that term but it is just the point in a business where it could possibly take off and rip right through the top of the charts. Which is definitely a good thing.

But there's no real certain way for me to tell without getting to know you and your business better,

So I would love to get on that call we were talking about a while ago.

What do you say?

Thanks,
- Isaac