

Hello G's

This is an email I sent to a dentist in New Jersey.

I analyzed their business and noticed their website has good design and amplification of desire, but trust and authority elements were lacking.

Personal analysis:

- Could've put pain/desire into SL
- Don't know how to start the email in a compelling way and without talking about myself
- Is it alright to start with a problem?
- Is it alright to pitch them on this tweak or was I supposed to do a different angle?
- Is the CTA supposed to be a question so they can easily reply to?
- Is the CTA supposed to be asking for a call?

SL: Minor trust/authority boosters

Hello Dr. Jonathan,

Found your dentistry while looking for dentists in New Jersey and noticed your website's text sections aren't building enough authority and creating enough trust and with the readers.

This can cause you to miss out on additional customers and potentially lead them to choose your competitors instead of you.

You can solve this by implementing different minor trust/authority boosters into your text throughout your page to position yourself as the best choice among your competitors.

There's a process I personally use to ensure my clients' website's easily get 5-10%+ increase in conversions within few weeks:

(Testimonial)

If you'd like to improve your website's conversion potential, I have a few free hours left on Friday to discuss this further on a quick 15-minute Zoom call.

Sincerely,
Lukas

Your problem is more so about increasing the importance and urgency related to their problem.

"This CAN cause you to miss out on..."

CAN is an critical word here. You're making it out as a possibility that they'll lose out on more customers, not a certainty.

If you replace can with will then it'll be certain to them--and they'll take it more seriously, since it sounds more urgent. They're actively losing out on customers BECAUSE of these errors in their website text.

Next, you're saying "minor trust/authority boosters" now you're making your solution seem small.

Your solution has got to be the thing that completely turns around their business and 10xs their results. Therefore it simply can't seem small to them.

Get what I mean?