

Outreach-

Greetings,

Looking through your website I can see you are an estate planning firm dedicated to ensuring that your clients have peace of mind when it comes to finance, I totally agree with the statement you said about the thought that it may feel like it's too early or too late to create an estate plan, but the reality is that it is never too early or too late.

My goals are to partner with driven professionals like you to help them meet and exceed their visions in business especially professionals in the financial consultancy industry.

I believe my ability of being a proficient copywriter can boost your potential clients and conversions, with 2-3 tweaks this would help to get people to understand more about Bascom and its messaging.

You might be curious about the "why" behind this proposal.

Well email marketing would be a more than plausible option as 63% of law firms use email marketing, and 80% see it as an important way to build brand awareness. (Source. JurisPage)

So one of the things would be introducing a mailing list/newsletter sign up.

Once set up, we could initiate email sequences that introduce your brand, educate about your mission, share valuable content, and present case studies or testimonials. This approach bolsters customer retention and engagement, driving post-purchase follow-ups, loyalty campaigns, and re-engagement sequences that prompt return visits and consultations.

If you are interested, shoot me a reply back and we can discuss my propositions in detail about my propositions and how it would benefit your business.

Best regards,

AJ.