

## **Objective: Land a local business client with cold emails**

### **Types of subject lines I can use**

1. Hi (name)
2. (Name) I have something to tell you
3. I have a question about (example: your services above 80€)
4. Noticed something about your business
5. Is This Relevant to [Your Business]
6. Your Competitors Are Doing This
7. A New Approach for [Your Business]
8. For (name)

### **Openings**

1. Hey, I was searching for local (example: powerlifting gyms) in philly and your gym caught my attention.
2. Hey, I was looking at your page and noticed that you don't use (example: facebook ads)
3. Hey, have you ever considered adding short form content to your strategy? *(Other example: Have you ever considered making an email sequence to sell more of your main fitness program).*
4. Are you currently focused on attracting more clients online?
5. I've analyzed your digital presence and came up with 2 ideas that will bring more clients to your (local business). I've seen these strategies work very well for other (businesses of the same niche).

### **Pitches**

1. I help (insert local business) (Insert desired outcome. Example: Grow on social media)
2. I was looking through your page and I'm pretty sure I know a way for you to easily attract more new customers with you barely doing any work.
3. If you're interested in selling higher-priced packages and improving your online presence, I'd be happy to share these ideas with you.

**CTA's**

1. Would that be of interest to you?
2. If you would like to talk about it I'm free on (example: thursday and friday morning)
3. Reply saying "lets talk" if you want (dream state)
4. Reply with a "yes" and we can schedule a brief call to discuss this
5. Let me know if you have capacity to handle more clients so we can discuss this on a brief call