

Who Am I Talking To?

- Hotel owner/ General Manager of the hotel.
- He is the decision maker.
- Age: 35-60
- Mostly male (95%)

Where are they now?

- They are currently in their office at the hotel.
- They are currently checking their emails as they usually do in the morning.
- They are not thinking about pest control.
- They are in their routine mode.

Where Do I Want Them To Go?

- I want them to see my SL and click to open the email.
- They need to next read the first line and decide to read the rest of the email.
- They should decide to reply and accept my offer.
- If they skim the email, they should be able to get the value of the offer, and accept it.
- They should send me a reply saying "Yes, let's meet..."

What Do They Need To Experience/Feel/Think To Do What I Want Them To?

While reading the SL:

- They need to feel curious about what the email is about.
- They need to feel the desire to click the email.

While skimming the email for the first time:

- They need to feel that reading the email won't take a lot of brain calories.
- They need to see the value in reading the email.
- They need to feel curious to read the email in depth to know what it is really about.

While reading the email:

- They need to start to trust me first of all.
- They need to feel at ease and not repulsed.
- They need to feel like the value of going out to lunch or coffee with me is more than the time and effort cost.

- They need to believe in the idea that a pest infestation would ruin their reputation.
- The pain needs to increase, and the only way for them to alleviate the pain is by getting pest control.
- They need to believe that I am the best pest control provider instead of my competitors.
- The perceived cost to them should be so low, that they do not think twice about accepting it.

First Draft : Cold Email

To	owner@hotel.com
Cc	
Bcc	
Subject	Pests

Dear <owner_name>,

Found <hotel_name> while looking for hotels in XYZ location.

I help hotel owners prevent pest infestations, especially bed bugs and rodents, which would cause damage to your hard earned reputation.

Especially with the peak season approaching, tourists seek hotels that show they get regular preventive pest control

I know this is something worth your time, and that's why I'm asking:

Would you be up to meet up for lunch or a coffee one of these days to see if I can help you?

Sincerely,

<name>

<position> at Bug Masters Pest Control.

First Draft : Follow Up After In-Person Meeting

Version 1:

To	owner@hotel.com
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Cc	
Bcc	
Subject	Pests

Dear <owner_name>,

Came to your hotel in [location] this morning.

I help hotel owners prevent pest infestations (for example, bed bugs and rodents), which would cause damage to your hard earned reputation.

Especially with the peak season approaching, tourists seek hotels that show they get regular preventive pest control

I know this is something worth your time, and that's why I'm asking:

Would you be up to meet up for lunch or a coffee one of these days to see if I can help you?

Sincerely,

<name>

<position> at Bug Masters Pest Control.

Version 2 :

To	owner@hotel.com
Cc	

Bcc	
Subject	Pests

Dear <owner_name>,

Came to your hotel at [time] this morning.

Reason for me coming by was to ask if you were free one of these days for a coffee or lunch.

I help hotels in [location of hotel] to protect their reputation by preventing pest infestations using specific pest control methods.

Know this will be really valuable for you, as hotels that get regular pest control are sought after by tourist guests.

Sounds fair?

Meet soon,
<name>
<position> at Bug Masters Pest Control.

Version 3 :

To	owner@hotel.com
Cc	
Bcc	

Subject	Pests
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Dear <owner_name>,

Came to [hotel name] earlier today, to see if you are free one of these days to have a coffee or lunch.

I help hotel owners protect their hard earned reputation from being ruined by bad reviews due to pest infestations.

I know this would be something valuable for you, because as the peak season is approaching, hotels that get regular pest control will be highly sought-after by tourist guests.

If this sounds fair, then let's schedule a date we can meet to see how we can help you, over lunch or a coffee.

Meet soon,
<name>
<position> at Bug Masters Pest Control.

Second Draft : Follow Up After In-Person Meeting

Notes:

So a couple of notes before I start rewriting this.

First off, thank you so much for the reviews brothers.
I appreciate it loads.

Second, I got some feedback from the pest control dude I'm working with.

Things he wanted to change in the outreach:

- Delete "I came to your hotel earlier..."

Why?

He is totally right about this and I did not think of this when I wrote the first draft:

We do not NEED them. They need us.

We do not appear inferior to them.

We appear on the same level or superior to them.

I will have to review WOSS.

- Change from bed bugs and rodents to general pest control.

He really wants to change it to general.

I will over deliver for him by creating a landing page for him.

It won't take me more than a day and I will improve my relationship with him.

- Delete dinner. Just use coffee.

I think the best offer to say is, "Would you be up to meet next Monday at your hotel to see how I can help you?"

Based on the feedback I got from you G's...

What are the things that I need to change?

1. Make it stupid easy for them to agree to meet.
 - How can I do that? (20 ways)
 1. Meet them at their own hotel. ★
 2. Meet them at a nearby coffee shop.
 3. Call them and set your meeting. ★
 4. Have a zoom meeting with them.
 5. Visit their house.
 6. Go to a local event they go to.
 7. Join their network of hotel owners and go to their meetings. ★
 8. Host a party for them to come.
 9. Stay in their hotel for a day, and ask to meet them as a guest.

10. Intercept them at the mall.
11. Go meet them at their child's school.
12. Schedule an appointment with them.
13. Send bed bugs in their hotel, and then be the first to help.
14. Talk to their guests and make them refer you.
15. Network with their subordinates and then make them refer you.
16. Become friends with his friends and ask them to refer you to them.
17. Become an employee at his hotel and impress him with your skills and pitch him your pest control side hustle.
18. Send him physical mail that is super creative to get your foot in his door. ★
19. Threaten him with a knife.
20. Search for people in his network that are in your network, so that these people can then refer you.
21. Show up super confident like a G to his hotel and talk to him. ★

- See how well a compliment works.
- Add a specific place to meet.
- Add a specific time to meet.

- Add a specific example of what a bad review looks like + what it does to the reputation of the hotel.
- Clear CTA

Little reframe:

- Guests do not search for hotels that get pest control... They expect it to be done already.

They nitpick the cleanliness of the hotel, and that is a major factor that determines the type of review they will leave.

- + Make different variations of the outreach.
Go broad with the variations.
Like in the Disney process.

Diverge → Eliminate → Converge

Version 1

To	Person	Person	Person
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Cc	<div>Person</div>
Bcc	<div>Person</div>
Subject	

Dear <owner_name>,

Hear from you soon,
<name>
<position> at Bug Masters Pest Control.

Version 2

To	<div>Person</div> <div>Person</div> <div>Person</div>
Cc	<div>Person</div>
Bcc	<div>Person</div>
Subject	

Dear <owner_name>,

Found you have good reviews on Google and TripAdvisor.

I help hotel owners prevent pest infestations (for example, bed bugs and rodents), which would cause damage to your hard earned reputation.

Especially with the peak season approaching, tourists expect

I know this is something worth your time, and that's why I'm asking:

Would you be up to meet up for lunch or a coffee one of these days to see if I can help you?

Sincerely,
<name>
<position> at Bug Masters Pest Control.

Version 3

To	<div><div>Person</div><div>Person</div><div>Person</div></div>
Cc	<div><div>Person</div></div>
Bcc	<div><div>Person</div></div>
Subject	

