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## Email 1: Harvest- DIC

**Subject line:** A tradesman's tool of choice.

**Body:**

We've been helping tradesmen since 2012.

We've paid close attention to the important details.

We understand what you're going through.

The common issues we've noticed are:

- Not following the standards made them less trustworthy.
- It took them a long time to make a report for their customers, over 30 minutes!
- They wasted time trying to get paperwork from their engineers.
- They didn't plan their routes.

Let's help you prevent these issues.

You know what they say,

It's easier to prevent a fire instead of trying to put it out.

>>> [\*\*Click here\*\*](#)

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## Email 2: Nurture - HSO

**Subject line:** Money was slipping through my fingers.

**Body:**

A big problem was about to cost us a lot of money. We were trying to find a solution for the issues we were facing.

We were doing about 25 jobs every day, but it felt like we were always chasing after paperwork. We thought there must be a better way to handle all the paperwork and schedule more jobs.

The idea of using field management software seemed scary because we thought it would cause problems for our business.

People would need training and it would take time to set everything up.

But then, after four weeks, we had a live demonstration of the software. Everyone got trained, and we started using the software efficiently.

We were able to do 10 more jobs each day, and the time we spent on paperwork went from over 20 minutes to just 3.

That's a success story from one of our fire and security customers.

I wonder...

How could Fieldmotion help you?

Find out here

### **Email 3: Nurture - PAS**

**Subject line:** 3 tips to grow your fire and security business with FMS

#### **Body:**

Missed appointments, sluggish response times, lousy communication with customers, and costly errors.

Sound familiar?

3 ways to avoid these issues:

#### **1) Work smarter**

Your admin staff are wasting 10,15,30 minutes creating reports while the fire and security business next door is doing them in 2.

Using Fieldmotion your reports are created with a single tap. All you have to do is make sure it looks good!

#### **2) Raise your standards**

Imagine what your customers will think when you let them know you're on route, when the engineer starts work, when they've finished, and send the report the same day.

It's like Amazon's same-day delivery.

We'll build workflows to flow your way.

#### **3) Don't spend. Invest.**

It will be clear how much you're wasting on travel and delayed invoicing when you invest in Fieldmotion.

See how much you could save - [www.fieldmotion.com/savings](http://www.fieldmotion.com/savings)

Are you going to let missed opportunities and efficiencies hold your business back?

[Talk to a fire and security expert](#)

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#### Email 4: Harvest - DIC

**Subject line:** Don't stunt your child's development.

##### **Body:**

If your child was going to take his first steps would you push them over and slow their development?

That's exactly what you're doing with your business by avoiding field management software.

Your paper-based process could be costing over £20,000.

How?

**Travel:** Engineers have to travel back to the office to drop paperwork off.

On average that could be costing you £12 per engineer a day.

£60 a week per engineer leaving job sheets back.

**Admin Labour:** Nearly all of your tasks can be automated.

Why not use the extra time to improve market research? Get more customer feedback?  
More testimonials?

This will attract more customers.

**Invoicing mistakes:** Can you be 100% sure your engineers are never making mistakes when filling out paperwork?

Anyways,

Find out how much you can be saving using Fieldmotion >>> [www.fieldmotion.com/savings](http://www.fieldmotion.com/savings)

Talk to a fire and security expert to see how you can benefit from Fieldmotion.

[Let me speak to someone.](#)

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#### Email 5: Nurture - DIC

**Subject line:** Are you a paper dinosaur?

##### **Body:**

I'm sure you have more important tasks the admins could be doing instead of creating reports, right?

Matter of fact.

Call the top 3 fire and security companies nearby and ask if they're using field management software.

Why?

Because their job process is automated.

That's why they're growing every year.

### **Why should you care?**

Why spend hours planning jobs? When all you do is look at a map view and assign engineers to a location.

Why spend hours creating reports? They're automatically created at the tap of your finger.

What about ways to keep customers coming back? Use the extra time to find out.

But, I'm sure you have better ideas for what you'd do with the extra, right?

We'd love to hear what you'd do with your extra time.

Use the link below to contact us.

>>> [Click here](#)

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### **Who am I talking to?**

I'm talking to a managing director called Darren. Darren doesn't have any FMS.

Darren has a business of 10 staff. Darren is one of the engineers and is difficult to catch because of his busy schedule.

Darren has never looked into FMS so he has very little knowledge of the benefits that it can bring to his business.

Darren needs help with the efficiency of the reports being produced. Darren sometimes has to do the admin to help the admin staff because they tend to fall behind.

### **Pains**

- Missing job sheets
- Chasing job information
- Admin taking too long to produce reports

### **Objections to tackle:**

**Cost:** Darren believes that it will cost him a fortune to get set up. Since he is a small business owner he might fear the cost of getting set-up which stops him from looking into it.

**Overcome:** Provide a link to the savings calculator and cover the ROI. Use testimonials and customer success stories.

**Complexity:** Darren believes that FMS is hard to learn so he's resistant to investing in something that they won't use to their full capability.

**Overcome:** Explain the simplicity of the training and FMS. Use customer success stories (their engineers weren't tech-savvy). Talk about how each department will only need its own section.

**Lack of understanding = Fear of change:** Darren is comfortable doing things the way he's currently doing and worries about the disruption it can cause.

Darren has little interest in FMS because he took little time to educate himself on the benefits.

**Overcome:** Educate them on how their current process is holding them back. Highlight their current state and present them with their dream state (make it very vivid and clear)

Use a PAS email format for this.

### **Where are they now?**

Darren is not expecting the first email - Make it stand out and be abrupt. Use FOMO to get a reaction.

Darren is thinking about the next two jobs he has due, the paperwork that needs completing, and trying to balance spending more time with his family.

Darren doesn't know about Fieldmotion. He doesn't know very little about FMS, he knows it exists. So he doesn't care about FMS.

Darren hasn't taken the time to solve his issues.

### **What do I want them to do (Goal)?**

I want Darren to arrange a demonstration either through the website or by email. I want him to be educated on the idea of what FMS is and what it does.

### **What do they need to experience to reach my goal?**

#### **Email 1:**

In the first email, I want to bring Darren's attention to Fieldmotion.

I want him to think about Fieldmotion. Get the brand inside his head so he's familiar with future emails.

Not expecting to book a demo but instead think about the brand/name.

#### **Email 2:**

The second email will be a customer story. Create a story that relates to Darren's problems and how they were able to solve the same issues using FMS.

The purpose of this is to start shifting the beliefs he has about FMS. Make him think about the benefits it can bring to his business and how it's changing how other businesses operate.

Not expecting any action to book a demo.

**Email 3:**

The third email will talk about his current pains and agitating them.

The purpose of this email is to open Darren's eyes to the problems he's having. When he's going about his day get him to notice these issues.

He will go back to the email to book a demo or he'll start thinking about how to solve these issues.

**Email 4:**

Value & benefits email. This email will provide Darren with all the necessary information about how FMS works and why he should use it. Use referral stories.

Now he can see his issues and he has a solution. He will book a demo, strong CTA is crucial here.

If not he will think about the problems and the solution to them. FMS will be at the forefront of his mind.

**Email 5:**

Strictly pain and agitate email. I'll emphasise and remind him of his pains from a new perspective and angle.

A strong CTA with detailed pains will drive the desire to make a change and book a demo.