

Context:

- Local Dog service business.
- Currently on facebook and instagram with <2000 followers each.
- No email subscription form on their website.

Target Audience of the business:

- Any dog owner but more importantly middle-younger dog owners because they tend to put in more effort to training their dogs in various ways.
- Any middle class income and above. Lower income dog owners most likely feel much less of a desire to spend lots of money on non-essential dog training

Subject line: Can you ever have too many dogs?.

Hello Luv-a-k9 team,

Your services from Agility practice to show handling are all such valuable courses that I recommend to anyone I know that owns a dog. .

DON'T stop there!

Your usage of facebook and instagram is a great way to represent your business, BUT there is one more method that will BOOST the sales of your services to another level and even have out of town dog owners bringing you their furry friends.

The trick is...Use email... Yes, it's that simple. But it's important that you send out compelling, fine crafted email sequences that your subscribers want to read and have them book a course with you IMMEDIATELY.

Don't overlook the golden opportunity that is email sequencing.

I went ahead and created a FREE sample email that you could start sending out immediately. Would you like to take a look?

If you find it compelling, I would happily create a few more emails for free that you can send out over the course of a week. Let me know if this is of interest to you.

Thanks for reading,
Fraser

Can you ever help too many dogs?.

Hello Luv-A-K9 team,

Dogs are the pride and joy of our lives, and for you, your business. From Puppy Preparation to Scent Detection, Luv-A-K9 is built on giving our furry friends and their owners top of the line training.

So what more would you want, then to help every dog that you can!

I know the desire for helping dogs isn't the issue. The hard part is **notifying** first time customers of your services and **convincing** them why you are valuable.

BUT, it doesn't have to be so hard. You could start creating email lists and send out a few emails a week and you can have EVERY dog owner, close and far, bring their dogs to YOU.

I can create a few sample emails that you can use IMMEDIATELY and show you how effective they can really be. Let me know if this is of interest to you and I can start working on it ASAP.

Thanks for reading!
Fraser

Subject Line: The KEY to surpass the *other* dog groomers.

Hey Shake a paw Team,

Establishing yourself in the competitive environment of dog grooming can be challenging, especially when you are up against big names like Pet smart.

However, I see great potential for Shake a Paw to become the go-to pet salon in Kingston

It all starts with how people view you **online**. A well made website and social media posts showcasing your exceptional work can set you apart from other salons.

I look for businesses with great potential just like yours to help build their online presence and dominate the local market. With some *tweaks* to your website and a variety of impactful social media posts, I believe we can bring Shake a Paw to the next level.

If you are interested in elevating Shake a Paw with a well thought social media strategy, I would love to discuss this further on a brief call. Let me know if that sounds of interest to you.

Thanks for reading.
Fraser

Chiropractors

Subject Line: Take Rebalance Toronto to the next level with this...

Hey Rebalance Toronto,

I've been exploring the fantastic content on your website, from insightful posts on skiing injuries to tips for boosting the immune system. Your clinic offers a wealth of information for everyone.

I noticed there isn't an option to subscribe to a newsletter. These blog posts are a perfect way to leverage email marketing to further connect with your audience. Have you considered this?

Your usage of facebook, instagram and blog posts is a great way to represent your clinic, BUT email is one more method that can significantly boost engagement and bring in more clients..

That being said...You can't just send any email. It's important that you send out compelling, fine crafted emails that your subscribers want to read so that they look to you first when they need anything sports medicine related.

This is why you can't have anybody writing emails. You need someone (Hi, I'm Fraser) who will be dedicated towards creating emails that will make choosing your clinic a no-brainer.

I went ahead and created a sample email based on Bonnie's recent "sports specific retraining" blog post. I'd be happy to share the sample email with you and discuss how email marketing can benefit your Rebalance Toronto. When would be a convenient time for a brief call or meeting?

Looking forward to talking more!
Fraser Allen

I've been exploring the fantastic content on your website, from insightful posts on low back pain to tips for living with osteoarthritis. Your clinic offers a wealth of information for everyone.

I noticed there isn't an option to subscribe to a newsletter. These news posts are a perfect way to leverage email marketing to further connect with your audience. Have you considered this?

Email is a great way to significantly boost engagement and bring in more clients.

That being said...You can't just send any email. It's important that you send out compelling, fine crafted emails that your subscribers want to read so that they look to you first when they need anything that your clinic has to offer.

This is why you can't have anybody writing emails. You need someone (Hi, I'm Fraser) who will be dedicated towards creating emails that will make choosing your clinic a no-brainer.

I went ahead and created a sample email based on Mathew's recent "Patterns of low back pain" news post. I'd be happy to share the sample email with you and discuss how email marketing can benefit the back in balance clinic. When would be a convenient time for a brief call or meeting?

Looking forward to talking more!
Fraser Allen