

The 3 Line Email



**This week we're giving you one of the most successful emails ever written.
But get this...**

It's only 3 lines long.

You won't have to waste time sourcing new data (*as these people are already on your database*). And you don't even have to be a great copywriter to get it done (*as we've written it for you*).

It really is a very simple strategy that will generate enquiries, phone calls and even sales with very little effort and tremendous speed! It's an email that you should send out to anyone that's ever enquired with you before but not bought.

All of your leads and prospects.

Here's the email:

Hi [NAME],

Are you still looking for [THING]?

[YOUR NAME]

The key is to replace the [THING] with whatever it is you can help them do.

Here's an example of what that looks like filled in:

Hi Mike,

Are you still looking for a window cleaner? OR

Jerry

Hi Mike,

Are you still looking to get your windows cleaned?

Jerry

If you're an IT Support company it might read:

Hi Mike,

Are you still looking to improve your office computers?

Jerry

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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TOP TIP TUESDAY!



IMPORTANT

Do not over complicate this. You will be tempted to add things to it whether it's a longer introduction, a P.S, your social media links – forget it! **Keep. It. Simple.**

Just fill in the blanks and send this email to your prospects. If you have a small list of prospects – send it manually through Gmail or Outlook. If you have a larger list use your email system like MailChimp or Infusionsoft.

Do it now before you move on to anything else. It doesn't matter how long ago you last heard from them, you'll be amazed at the response it can bring.

We know of a business who used this email. They sent it out to 1,400 prospects and within 48 hours, they had over 500 personalised responses.

You'll get heartfelt apologies from people for not being in touch with you...

You'll get people thanking you for checking in...

You'll also get people telling you why they haven't brought from you.

But you'll also get some sales. Some new enquiries.

REMEMBER: The key is keeping it short and making sure it looks very personal.

TEMPLATE

Hi [FIRSTNAME],

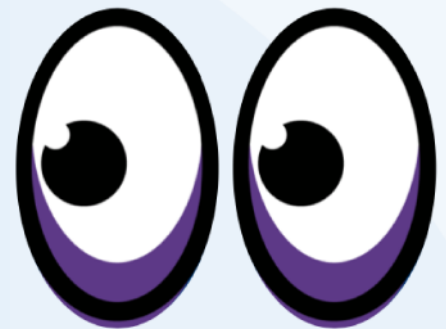
Are you still looking for [THING]?

[YOUR NAME]

3 ^{5 5 5} **Lines of copy**

That could
change your business

(and we've
already written
it for you!)



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