

3 Line Email



This week we're going back in time to last summer when we told you about one of the most successful emails ever written.

We wanted to revisit it because, as you'll see from the content, the timing of sending this now to your list of people that have enquired in the past, is just right.

And 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!

Because, you see, people will have been thinking about your services before Covid (hence their initial enquiry) but lockdown either meant they couldn't come and buy from you until now or other things became top priority and your services got put on the backburner.

But now, people are more open to buying again and quite a few of these people are on your list and still in need of your services. So let them know you're still here ready to help them!

All of your leads and prospects.

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

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

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3 Line Email



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

Hi Mike,

Are you still looking to improve your office computers?

Jerry

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]



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