

Follow-up Email Swipes

Once you have the leads what do you do next?

Some try to contact them with a “pitch” loaded in their holster. Some send an email. Some visit their business place...

Regardless of the approach, most take a substantial amount of legwork or... the consultant stops after one attempt.

Let me give you a suggestion.... **Automation.**

And email is the best automation tool I know of for follow-up.

If you can set up a handful of scheduled emails that go out automatically once the prospect becomes a lead...

...you can practically just watch the leads slip into your funnel while your inbox fills with responses from warm future clients!

These emails are purposely short in content, because most business owners are super busy. Most will only skim the first couple of lines before deleting the email.

So with this approach, owners can get your entire message in a matter of seconds. No lengthy “pitches”, no endless copy to read...

Just short and to the point messages with only one goal.... **To Get A Response.**

As you read through these emails, you may notice that some of them may be a bit uncomfortable or inaccurate.

Don't worry, that's all done intentionally again... **to get a response.**

Email Swipe #1

Subject: Was this you 3 minutes ago?

Message:

A few minutes ago...

You visited my site...

I wanted to make sure you got what your were looking for?

If you did, do me a favor hit the reply button to let me know. Or...

Let me know what I may have missed.

Looking forward to your response,

[YOURNAME]

Email Swipe #2

Subject: Don't mind me being so Straight-forward

Message:

Your information came across my desk a couple of days ago and I have to say I'm disappointed...

...In myself... for not being able to connect with you.

Usually, by now, I know a little more about your needs and if my company can help you get *what you want in the time you want*.

But, unfortunately, I know very little about any of that.

So fill me in, would you?

Kindly,
[YOURNAME]

Email Swipe #3

Subject: Answer these 2 questions for me.

Message:

First off, I want to thank you for being on my list.

We get a lot of business owners reaching out to us daily with specific needs and I don't take any of them lightly - as you know by now ;)

Since you've been busy, let me help you out. Specifically, can you answer these questions?

1 - I'm curious... out of the 3 below, what do you need more of the most?

- a) More leads
- b) More exposure
- c) Or... better systems to help you save time

2 - Are you talking with any other consulting firm at the moment?

Looking forward to your response.

[YOURNAME]

Email Swipe #4

Subject: If you heard it from someone else?

Message:

Hi,

This just came in recently, and I thought that maybe hearing it from someone else would help.

[Insert recent client written testimonial or video testimonial]

Many years ago, my company made a basic decision... We would provide this high degree of service to all of our clients. Not just one.

Give me a call so that we can discuss a customized plan for your business.

Kindly,

[YOUR NAME]

Email Swipe #5

Subject: Did I let you down?

Message:

Well, looks like you got me beat.

I haven't heard from you since you reached out to us a few weeks ago.

So, Thank You... I'm glad you visited my site.

[insert site]

And my 'Thank You' is for the time you spared checking us out... and for giving me the opp to have a "go" at helping Your business grow.

Please keep my info in your "hip-pocket" just in case you need [insert service] :)

Kindly,
[YOURNAME]

