

HOME-BASED AGENCY

Startup Checklist

Google Guarantee

Subj: Top of search results and 3 new leads per week?

Hey [Name]

I'm local to [town] and noticed that other [business types] are listed on Google Guarantee, but you are not.

This means other [business types] are getting 1 to 3 new HOT leads each week, and you are getting nothing.

If you haven't heard of Google Guarantee, it is a Google program for small service businesses that guarantees your work for up to \$2,000.

This guarantee is Google's way of luring clients for you, since [customer type] consumers are more likely to click or call businesses listed there if they feel protected in some way.

All this means for you is that you get a huge boost in your reputation and perceived value; generating leads you otherwise would not have gotten.

The program itself is free, but there are some hoops to move through in order to get listed.

This is a premium service offered by Google, and they do require that you advertise and pay for the leads generated, however, given your own customer value, all it takes is one good lead to pay for the program many times over.

And you don't need me to set it up for you! You simply need to go through Google's steps.

At the same time, I am available to help you through the process for a small and reasonable fee that is a fraction of what you earn on a job; making this lead generation 100% risk & worry-free.

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

If you want to save time, just reply with “I’m interested” and we’ll go from there.

Reply now if you are interested or drop me a line at xxx.xxx.xxxx

Kind Regards,

NAME

CONTACT

Google Reputation

Subj: you might have three big problems on Google...

Hello [Name],

Were you aware of the following issues?

- a. It is difficult to make an online appointment request with your firm. This is a major problem with your online presence, and it is hurting your online reputation and lead generation efforts...
- b. Your Google My Business page is [unclaimed, outdated, has no website link, no appointment setting, old content, bad reviews not addressed].
- c. Your business appears to be eligible for the Google Guarantee Program (this program puts your business in front of all your competitor’s listings), yet you are not using it...

These three issues represent opportunities that you are not using, and as a result, it is costing you customers.

We both know this is hurting your bottom line...

There is a simple solution to this problem.

- 1. Claim or update your Google profile
- 2. Add a booking feature
- 3. Follow the eligibility process for the Google Guarantee
- 4. Promote your page using offers and content

Perform these four changes, and you’ll be better positioned to collect the local leads.

Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Now, if you wanted to recover this lost revenue AND save some time, let me set this up for you.

My solution costs less than you think (some of it is FREE) and I can turn it on quickly, so you can begin to see an increase in new business and inbound requests.

Ignore this problem at your own peril.

Your competition is using some or all these tools, which means they are getting all the leads that are generated by Google's search because you're letting it happen.

If you want to save time, just reply with "I'm interested" and we'll go from there.

Either way, I hope that now you are aware of the deficiency I've found, you will take steps to fix things; and regardless of how you fix it, I wish your business well.

Kind Regards,

NAME

CONTACT

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: customers are struggling to find your message meaningful

Hello [Name],

Did you know that your online presence is “confusing?”

For one, you have a profile on Google (the largest business directory on the planet) but it is completely unmanaged.

You should be leveraging this space to capture the leads which it naturally generates.

Inadvertently, you are passing this lead to your closest competitor.

The Shocking Truth:

Depending on your customer value, you may have already inadvertently paid for your direct competitor’s kids college fund simply by neglecting your Google My Business Profile.

There are also a few bad reviews to be found, no profound offers, and even worse – your profile picture shows the parking lot and doesn’t show your business in the best possible way.

You want your Google presence to be inviting for consumers, and for your message to be meaningful to their lives.

This means you need offers that are relevant to their needs in the moment the customer searches for your type of products and services.

I know you need to see an increase to your bottom line.

Right now, your competition is practically stealing from you.

Let’s put a stop to it.

Reply to me and I’ll tell you for free the three things you need to do or assign to staff to fix the issue.

If you don’t have time or the staff to manage this, you can do it yourself, but it will take a few days of work.

If you don’t have this time, just let me fix it for you.

Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:

The results will speak for themselves, and the program will pay for itself in most industries in the first month – guaranteed.

We should also discuss how you are promoting yourself online. Google has tools that make it very easy to present offers, and it produces more results than Facebook or other social media ads.

If you just want peace of mind, and to be worry-free on this Google stuff, just reply with “What’s the deal?” and I’ll lay out what I’ll do for you.

Otherwise, I wish you well and hope to connect soon.

Kind Regards,

NAME

CONTACT

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: losing money with a terrible presence on Google?

Hello [Name],

You have a fundamental problem with your online visibility that is costing you customers every week...

These customers are running to your competitors and not calling you or visiting your store.

Do you like losing a few dozen customers a month to your competitors?

...because that is what is happening to you.

The reason you're having this problem is because you are not ranked on Google for Business.

Your profile is unclaimed and/or outdated; without this info, you're leaving your lead generation to chance...

Here's how you fix it:

1. Claim or update your Google profile
2. Add a booking feature
3. Follow the eligibility process for the Google Guarantee
4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Your competitors are optimized, so people searching for your type of business find them and not you.

You can fix this yourself on the Google My Business admin panel, but why spend time when you can have an expert fix it for you?

I can fix this for you in just a few days, getting you optimized and ranking above that "other guy", so you are the one to get the search customers...

There are other programs that provide a boost to your visibility and reach, but you need to come up to a standard before even thinking about them.

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Just get your profile looking good and you will see a bump in lead generation.

If you want me to save you some time and do this step for you, please reply with "I'm interested" and we'll go from there.

Kind Regards,

NAME

CONTACT

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Google Posts

Subject: Google Posts create a new opportunity for [restaurants]...

Hello [Name],

Google has introduced a new service that allows you to influence the buying decisions of prospects who are searching this area for your business.

Check this out...

You can get 3 to 5 new search customers this week, just by showing them the top benefits of what you do, and they will gravitate towards your business. And at the very least, pick up the phone to call you to get sold, or walk into your shop for your floor team to close them.

Point here is with the local competition being so fierce, you do not want to ignore Google Posts, because your competitors are not, and they are pulling in all the local customers who are searching for the things you offer.

If you're not active in this space, you are basically handing money over to your direct competitor.

How many thousands of dollars is your business losing?

Allow me to demonstrate how a Google Post campaign can bring in 3 to 5 new customers each week.

Call Me Now: 555.555.5555

Kind Regards,

NAME

CONTACT

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Website Cold Opener

Subject: Sensitive info regarding your online reputation...

Hello,

I want to notify you about a sensitive subject, so please hear me out...

Yesterday I was searching for {the_prospects_product} and I discovered your website.

It's great that I was able to find you, but your website is dated and confusing.

I can prove to you that a new website will not only make more sales, but it will virtually guarantee that you make real money with the traffic you are already getting.

Even if you received a new website from those terrible advertisements on TV, I want to speak with you.

We both know that they are not working with you to generate a return on your website investment.

As an advertiser, I can guarantee you'll see a return on your investment with my solutions, so let me show you how I can help.

Please call 555.555.5555 at your earliest convenience, and I will also prove that I'm committed to growing your bottom line.

Sincerely,

NAME

CONTACT INFO

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Create a business plan:*

Lead Generation

Subject: May I refer your business to my leads?

Hey [name]

I know your business survives and grows based on how many fresh leads you get...

...generally, through referrals, right?

Would you like to boost your lead generation?

Right now, there are literally hundreds of potential prospects seeking a [type of business] in [location]...

I could not find a single listing for your business with a search, which means that these leads can't find you, either!

I've generated a few [type of leads the business services] leads for you, would you like to try them out now?

If so, just reply to this email and we'll go from there.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: Your competitors are stealing your leads!

Hi [name]

You should be made aware of something so disturbing; it may rock your business to its very core.

Your competitor, [insert name], is stealing your leads by having a much better online presence.

[Attach a screenshot of competitor online placement]

Do you want to stop this lead-theft, and put an end to your competitors leeching your leads, and costing you money?

If so, shoot me a reply to this email, and I'll send you more details.

Get back to me fast, and I'll also include a \$500 credit with my company so you can get a whole bunch of leads to try out FOR FREE.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Subject: Why are you ignoring these leads?

Hello [name]

It has been brought to my attention that your online presence is severely lacking in the lead generation department.

You know, most small and medium sized businesses just don't generate leads from their most precious online space -their website...

Listen, I know you're in the business of [business's type or product] so online marketing is probably not your forte, but ignoring this channel is costing you big bucks!

How do I know this?

Because the people visiting your website are only finding it by directly searching for it. That means they are interested in what you have to offer, and you only need a means to direct them into a sales funnel.

Look, for every 1 person that is currently calling you based on something they read on your website, there are at least FIVE who just move onto your competitors.

What if you can sell just 2 of these people who leave?

If you capture and sell just 2 of them, you can effectively double your business!

Would you like to start capturing these leads and growing your business?

If so, just reply now, and I'll send over some more details.

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Video Marketing

Subject: Just read your article... Want feedback?

Hey [name]

I had a chance to read the article you published [on your website] and I found it very insightful...

Have you ever given any thought to producing a video with that content?

You should know that you can reach a lot more [potential prospects / customers / buyers] with a video verses a written article.

Please shoot me a reply to this email and I will send you some details.

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: is this your article?

Hey [name]

I caught your post about [topic] on [your website] and figured you'd like to see what the article would be like as a video.

Please see the link below for a quick example

[Link to video]

Your content in a video format will get more views and get more people clicking your links and visiting your website. In fact, a video increases interest in your business by at least 60%!!!

Do you have any ideas for more videos?

If so, just reply to this message. If not, then disregard this message and I'll pass this opportunity on to somebody else.

All the best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: free video for [insert business niche]

Hey [name]

I produce videos for [niche] and stumbled on some of your content that I think will do extremely well in video format.

What I'd like to do is provide you with a free example, so you can see the value of these video, and how they will [insert benefit – get you more customers, drive more sales, get more buyer traffic]

Would you like to try this free video?

If so, just reply now and we'll go from there.

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Mobile Marketing

Subject: mobile customers are skipping your website

Hello [name]

I tried your website on my iPhone and the text was very small, so I simply couldn't read what your business was about.

Look at this picture. This is how it looks like on my phone:

[Screen shot of their terrible mobile site]

Maybe only a handful of people have told you this in the past, which means there are dozens more who just passed on your business and went to a website that gave them the information they wanted in a way that was easy to read on their mobile device.

This means you are missing out on dozens, if not hundreds, of potential customers each month.

Would you like to start booking these customers and earning their payments for your [types of products the biz sells?]

If so, just shoot me a reply to this email and we'll go from there.

Regards,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Subject: The click to call button on your website is [missing or broken...]

Hey [name]

I visited your website at [domain name] on my mobile phone and noticed your telephone number is not clickable.

Look at this screenshot from my phone:

[Screen Shot]

This means I had to copy and paste the number into my phone, which is a real pain in the neck.

The attention span of most online consumer is less than 7 seconds, so most people just skip your site and find someone whose site is more user friendly.

This means you're losing out on dozens of leads!

Do you want to fix this glitch and see an increase in the amount of telephone calls you get from potential buyers?

If so, I can fix it quickly and cheaply.

Just reply to this email with "I'm interested" and we'll go from there.

Best Regards,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Subject: repeat customers buy 30% more?

Hey [name]

Thought you would find this interesting, in the “profitable” sense of the word...

I found an article that stated existing buyers are easier to sell to and spend 30% more than your average customer.

You need a way to maximize the amount of revenue generated per customer, and I have the solution.

Using a mobile application that educates, pre-sells, and pre-qualifies your buyers on your special offers.

You can generate repeat business from your most loyal customers and give them an engaging experience with your company right on their mobile phones.

Simply reply to this message and I'll follow up with some details.

Kind Regards,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
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Social Media Marketing

Subject: you are losing leads on [social media platform]

Hello [name]

I recently came across your [social media page] and noticed that you're not directing customers to your store or sales funnels...

You have followers and decent content, but no real strategy for converting these readers into buyers.

It is important to realize that these are your customers, who would spend more money with you if you gave them the right reason and means to do so.

Please just reply to this message if you're interested in turning these visitors into paying customers.

Sincerely,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: how to get more people to your event?

Hello [name]

Did you want more of your [customers] to attend your events?

I caught wind of your event on [old event date] and would have attended if I heard about it sooner.

Looking on [Social Network], I couldn't find a single reference to that event.

Listen, your customers are hanging out on [Facebook] and love to share content like the event notice you posted on your site, however if they can't find it, they'll never know about it, and they certainly can't share it.

This means you're losing out on the views and potential leads that your articles help to generate.

If you want to get more attendees and attract these people for your events, please just reply to this email with "I'm interested" and we can go from there.

Best Regards,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: enhance your event with social sharing...

Hello [name]

I found your article about [upcoming event] and think it would be perfect for sharing on [social network]

The audience in [local area] who are interested in [the event topic] are all over [specific social network] and will share your post about the event, but only if given the chance.

Drop me a line by replying to this message and I'll tell you how you can turn these readers into event attendees and more customers.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Paid Advertising

Subject: unlimited source of [customer] leads for less?

Hey [Name]

I noticed that you're targeting [type of customer] with your online advertising and want to make you aware of another opportunity for growing your incoming lead base.

I know for a fact that you're overpaying for these advertisements.

You see, I've discovered a nearly untapped resource of online buyer traffic for [business' niche] and am currently shopping for partners who are interested in tapping into this source for more leads, web traffic, and sales.

Do you want to tap into this well of leads and prospects?

If so, just reply to this email with "I'm interested" and I'll follow up with all the details.

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: 250 dollars in advertising credits remaining...

Hello [Name]

Did you want to get more [leads, sales, customers] for your [business type?]

I'm talking about a near-endless resource of real [customers / clients] who are actively searching for the [products / services] you are offering.

I put together a short video that explains everything about a new campaign I am running for [type of businesses.]

The only catch is that I can only service just a handful of partners at this time, so I haven't gone public yet...

I'm offering a \$250 free credit for my new partners when they start advertising with my proven tactics.

If I send you the link to the explainer video, and give you the \$250 credit, will you promise not to share this offer with anyone?

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: access instant [type of clients] on-demand?

Hello [Name]

I discovered a near unlimited source of [type of clients] that you can simply access and have them buying your [product or service] with some clever [client] messaging.

You should know that your clientele is always in this space and are looking for the right [deal] on services such as yours.

Do you want to tap into this source of new business?

If so, just reply to this message and we'll go from there.

Best,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Search Engine Optimization

Subject: More customers for your [type of business]

Hey [Name]

Would you like to get more local customers walking into your [business type] door and buying more [business' core product?]

I suspect you do.

Right now, you're placed #11 on Google Maps, when you need to be in the Top 3 to be shown when people search for [type of business or keyword related to business]

Do you want to stop [name a direct competitor] from stealing more of your customers, because he is ranked higher than you...

If so, then I ask you simply reply to this email, so I can send you a proven formula for showing up in more local search results.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: this toxic search presence hurting your business?

Hey [Name]

I'm an online researcher and uncovered a rather toxic environment for your business's search results.

Look at this:

[Screen Shot of Google Top 3]

Right now, you are ranking far below your competitors, which means your customers, who are searching for the [products or services] that you offer are NOT finding your business.

Instead, they are finding your competitors and paying them for [products or services.]

I know you are not interested in putting the owner of [name of competitor]'s kids through college, so why are you sending them all of your leads?

If you want to put a stop to this lost revenue, just send me a reply to this email, and I'll follow up with more information.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

Subject: generate more [business] leads without advertising?

Hey [Name]

I noticed you're running some advertising campaigns and I think you're missing something...

Your online profiles across the common business directories are **not** claimed.

No amount of advertising dollars can help if you're missing the important foundations for targeting your customers and helping them find you when they search.

Would you like to find out how to save some money AND convert this free online search traffic into customers?

If so, please just reply or call 555.555.5555.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

General Follow Up

Subject: *Re: original subject*

Hello,

I sent an email last week about an important matter and wanted to follow with you to see if you've had a chance to consider it.

You get dozens of proposals each day, but none are more critical than controlling the buying process and influencing the decision-making of your online search customers.

If you don't take a proactive approach, your competitors will do it for you, and the net effect is lost revenue for your business's bottom line.

Think about this:

Just one of your new customers is worth around [\$1500 year].

When we do this right, you will pick up 3 to 10 new customers each week.

You are now creating hundreds of new customers with Google Posts, worth tens of thousands of dollars.

My fee is only \$500 per month for complete service to promote all your offers, events, and promotions. That's an incredible return on investment!

Please just reply to this email to let me know you're interested, and I'll reply with more details.

Cheers,

NAME

CONTACT INFO

*Conduct a personal evaluation to determine why you want to start a business.
Create a business plan:*

General Sign Up

Subject: Action Needed: Campaign Sign Up Steps

Hello Name

Thanks for a great call this [morning, afternoon]

Please see the following link to sign up:

→ [PayPal Buy Link](#)

Once you sign up, you'll be taken to a brief onboarding form.

Please provide some insights into your business, a description of your best type of customer, and some [insights into what types of promotions/offers/coupons you are willing to use for this campaign.]

I'll reach out to you if I have any questions or to let you know that everything is setup and running.

Thanks again!

If you have any questions, please don't hesitate to call me at 555.555.5555 or simply reply to this message.

All the best,

NAME

CONTACT INFO