



Beginner Agency Blueprint

Client Outreach Guide

The Message That Starts It All

You don't need to be slick.

You don't need to sound like a copywriter.

You just need to show you've noticed something real, can help fix it, and you're not here to waste time.

This isn't about sending 1,000 emails and hoping.

It's about sending 10 smart ones and getting a response.

BASIC MESSAGE TEMPLATE

Subject Line: Keep it Short and Human

You're not writing clickbait.

You're writing like someone worth replying to.

Examples:

- Quick question about your Google listing
- Saw your business in [City] ...had an idea
- Are you open to some feedback?

Your email subject line is what will get your prospect opening your message.

Use curiosity or ask a question...

This tactic stops the reader from skipping over your email or trashing it...

Getting your prospect to open the email is half the battle...

Intro: Get to the Point

Say why you're reaching out, and do it fast.

Example:

"Hey [First Name], I was checking out [Business Name] and noticed something that might be costing you calls."

Problem Agitation: Show the Gap

You want to highlight what's missing without making them feel dumb.

Example:

"I noticed your Google Business Profile isn't showing up in the map pack, and you've only got a few reviews. That means people searching for [industry] in [city] probably aren't finding you, or worse, they're calling your competitors."

Solution Walkthrough: Here's How You Fix It

Make the path clear and easy to imagine.

Example:

"There's a simple way to fix this: optimize your listing, get a steady stream of 5-star reviews, and make sure you're showing up when people are ready to book. I help local businesses do exactly that and it usually takes less than a week to see results."

Offer: Give Them a Reason to Keep Reading

Your first offer should be small, free, and useful.

Example:

"I'd be happy to send over a free 3-minute audit video showing exactly what I'd fix and why..."

Call to Action: Make It Easy to Say Yes

Close it with a simple ask.

Example:

"Want me to shoot that over? Just reply yes, and I'll send it your way."

Keep it lean.

Keep it human.

You're not selling yet; you're starting a conversation.

AI Prompts And Tips To Speed Things Up

Why Use Ai For Outreach?

Because it's fast. Because it's scalable. And because if you're staring at a blank screen wondering what to write, you're wasting time.

AI doesn't replace your voice; it sharpens it, scales it, and saves you hours.

Use it to draft, tweak, and personalize without sounding like a robot.

Prompts That Work

1. Personalized Outreach Draft

Prompt:

"Write a short, friendly cold email to a [industry] business owner in [city]. Mention their Google listing and suggest a quick, free audit. Keep it casual, under 120 words, and use a confident but non-pushy tone."

2. Subject Line Generator

Prompt:

"Give me 5 subject lines for a cold email to a local business owner. The topic is helping them get more visibility on Google. Make them sound natural, curious, and personal."

3. Quick Audit Summary

Prompt:

"Write a short website and Google Business audit summary for [Business Name] in [City]. Their profile is unclaimed, they have 3 reviews, and their website is outdated. Explain what needs fixing in simple terms a non-techie owner would understand."

4. Follow-Up Message

Prompt:

"Write a short follow-up email for someone who hasn't replied to my offer of a free audit. Keep it polite, helpful, and remind them what they'll get."

5. Social DM Message

Prompt:

"Write a short, casual message I can send via Facebook or Instagram DM to a local business owner offering a quick tip on improving their Google presence. No hard pitch—just a friendly opener."

Tips For Using AI Effectively

Always personalize the first line.

Mention something specific about their business;

"Saw your reviews on Yelp" or "Loved the before/after pic on your site." AI can give you the base, but the opener should sound like *you*.

Use AI like a rough draft assistant, not a final voice.

Clean it up, tweak the tone, and remove anything that sounds too canned.

Save your best prompts.

If something works once, use it again.

Build a little library of go-to instructions and responses.

Batch it.

Use AI to generate 10 variations in a single go.

Then pick the best one, customize, and send.

Speed + style = your edge.

Remember: AI won't win clients for you, but it will make you faster, sharper, and more consistent.

And in a game where momentum matters, that is a serious edge.