

Template 1: Curiosity-Driven

Subject: Quick Question About [Business Name]

Hi [First Name],

I came across [Business Name] and wanted to ask — have you ever used a scratch-off coupon to boost customer traffic?

We've created a digital scratch-off promotion that businesses are using to drive new and repeat customers without discounting profits away.

Would it be worth a quick chat to see if this could work for you? No pressure—just wanted to share the idea.

Let me know,

[Your Name]

[Your Business Name]



Template 2: Results-Based (Social Proof)

Subject: [Industry] Businesses Are Seeing a [X%] Lift

Hi [First Name],

A quick note—I just helped a [restaurant/retail store/salon] boost their foot traffic by [X%] with a digital scratch-off coupon.

It's a fun, interactive way to get customers in the door, and businesses are seeing strong engagement. No app needed—just a simple, proven way to get more business.

Would you be open to a quick chat to see if this could fit for [Business Name]?

Best,

[Your Name]



Template 3: Direct Point Sale

Subject: A Fast Way to Get More Customers

Hi [First Name],

I know you're busy, so I'll get right to it. I've built a digital scratch-off coupon that local businesses are using to:

- Get more foot traffic without heavy discounting
- Increase repeat customers with a fun promo
- Stand out from competitors with something new

I'd love to show you how it works.

Would you be open to a quick 5-minute chat to see if it makes sense for [Business Name]?

Let me know!

[Your Name]



Telephone Call Script

This script keeps it natural, short, and focused on starting a conversation.

Opening Line (Pattern Interrupt)

"Hi, this is [Your Name]—I'm reaching out quickly because I have an idea that might help bring more customers into [Business Name]. Want to hear how I can grow your bottom line?"

Main Pitch (30-Second Explanation)

"Great! I'll be quick. We help businesses like yours get more foot traffic with a digital scratch-off coupon, a fun and proven way to increase customer visits and repeat sales. You don't need an app or anything complicated; just an easy promo that works.

Would you like a demo now or be open to a quick call next week to see if this could work for [Business Name]?"



LinkedIn Direct Message

LinkedIn should be short, direct, and easy to respond to.

Curiosity Hook

Hi [First Name],

I work with local businesses to increase foot traffic using a digital scratch-off coupon. Quick question; have you ever used something like this before?

Would love to share how it's driving results for others. Open to a quick chat?

{insert link to demo}

Best,

[Your Name]