

Email #1

Purpose: Introduction

Title: Never power down your print shop

or

How late are you open?

or

I don't suppose you're still open?

Hi (insert name here),

How does the print shop stay open 24/7 without depriving you of sleep (and sanity)?

With an amazing website that's open all day (and all night).

We'll create a website that helps, informs, and impresses your customers. A website that takes orders, or kickstarts the quoting process.

Promote your brand. Promote your business. And build trust with a capable, helpful website.

Why build with us? *Because we're web designers with a print shop.*

Check us out at (insert link)

And (insert link)

Thanks, (insert name here).

– (Signature)

Email #2

Purpose: Hitting pain points

Subject: What's your biggest pain in the a (at the print shop)?**

Hi (insert name here),

Is your website mildly embarrassing?

Is no one finding you online?

If you answered “yes” to one (or all), we can help.

How??

As a web design company (and print shop), we help other print shops by ...

- Designing modern websites that actually help customers.
- Marketing print shops online so local shoppers can actually find them.
- Offering graphic design to create amazing art for awesome products.

If you need support – and you need to grow – let's chat.

Have time for a 15-minute call this week, (insert name here)?

– (Signature)

Email #3

Purpose: To present website evaluation or SEO audit.

Title: Is your website helping (or hurting) your print shop?

Hi (insert name here),

Is your website helping visitors like an awesome employee, or is it frustrating them, forcing them to click away?

If the website isn't generating business, and you're not sure what ails it...

We offer ridiculously thorough (and free) website evaluations.

If you want a 20-30-page report that reveals issues and offers solutions...

...we can put one together in 48 hours.

Does that sound helpful, (insert name here)?

Just say "go," and we'll get started.

Thanks, (insert name here).

– (Signature)

Email # 4

Purpose: Proof of capability/invitation for quote.

Title: Does this website make you smile?

(Insert name here),

We just finished this website for a customer. Check it out here: (insert url here or image of homepage)

It took us about six weeks, and it has all kinds of cool features like:

- Ecommerce capabilities – customers can purchase items.
- All sorts of information about their services.
- A logo we designed and all the thoughtful branding to go with it.
- (Insert something cool here).
- (Insert something cool here).

Now close your eyes and imagine this: It's yours!

Reality check: Okay, it's not, but it could be. (Insert smiling emoticon).

Interested in a quote, (insert name here)?

(Just tell me how many pages you want, and I'll get you a price.)

Thanks, (insert name here).

– (Signature)

Email # 5

Purpose: Digital Marketing

Title: Local folks can't find you

or

Do you help local customers?

or

Do you hate local customers?

or

I can't find your shop online...

Hi (insert name here),

If I pull out my phone and search for
"print shops near me," will you appear...

..or do I have to keep scrolling?

If local customers can't find you online, let's chat
about digital marketing.

We offer...

- SEO (search engine optimization)
- Google Ads
- Facebook Ads (plus Instagram)
- Reputation Management to increase the number of
online customer reviews (which every potential customer
wants to see).

Ready to appear more often for local online searches?

Let's set up a time to chat this week (just shoot me some times, (insert name here)).

Thanks!

– (Signature)

Email #6

Purpose: Graphic Design

Title: You can print it, but can you design it?

or

We'll make the art you can print.

or

We'll art, you'll print.

Hi, (insert name here)

Need awesome art for the amazing items
you create, print, and etch?

Our graphic design team will whip up something awesome,
so you can print something.... awesomer (which is totally a word*).

If you need help with design, send it to the folks
who create logos and branding for
people, businesses, events, and well, anything and everything.

Say, "Show me your work," and I'll send some examples.

Thanks, (insert name here)!

– (Signature)

(*It's totally not a word.)

Email #7

Purpose: Digital Marketing

Subject: I think I know why no one calls you...

or

No one is calling because...

Hi (insert name here),

This is what local shoppers do before visiting a print shop:

- They pull out their smartphone, laptop, desktop, etc.
- They type “print shop near me.”
- A list of options appears.
- Is your print shop on this list?
 - If you’re not getting calls, I would say, “Naaaah.”

Let’s face it --- you need some form of digital marketing to get noticed online.

Why not trust a digital marketing company that builds and markets print shop websites?

If you want to be found, let’s chat about digital marketing strategies to get you discovered.

Thanks, (insert name here)!

– (Signature)

Email #8

Subject: Should I stay or should I go?

Purpose: To elicit action or definitive response.

Hi, (insert name here)!

Could any of our services make things easier for you?

Because I'm not sure what you're thinking, I'll hazard a few guesses:

1. I'm interested, just thinking about it.
2. I'm super-duper busy right now, so when I have more than 5 minutes to myself, I'll set something up.
3. Everything you're saying makes perfect sense and we could really use the help. When can we start?
4. Thanks for reaching out, (insert name here), but we couldn't be happier with what we have.
5. The internet is a fad. Walkie talkies will be the new preferred method of mass marketing.

Could you let me know which number best describes your current state?

Numbers 1-3 earn you one (of several) free conversations with me (you lucky devil!).

Thanks, (insert name here)!

(Signature)

