

# Email Template Hooks That Capture Attention

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## **1. Take on more customers/jobs:**

Subject: {{customers/jobs}} in x location?

Hi {{Name}}, I came across your XYZ business and love the quality of your work.

Are you able to take on additional {{customers/jobs}} in x location?

Best,

## **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

## **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

Are you able to take on additional {{customers/jobs/}} in x location?

Best,

## **Follow up #4 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, at this point I'll assume this isn't a priority at this time, please feel free to reach out if that changes. Would love to work together.

Best,

## **2. Take on more SPECIFIC customers/jobs:**

Subject: {{FIRST\_NAME}}, question

Hi {{Name}}, I came across your XYZ business and love the quality of your work.

Are you able to take on additional {{SPECIFIC customers/jobs}} at this time?

Best,

### **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

### **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

Are you able to take on additional {{SPECIFIC customers/jobs}} at this time?

Best,

### **Follow up #4 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, at this point I'll assume this isn't a priority at this time, please feel free to reach out if that changes. Would love to work together.

Best,

### **3. Website Inconsistencies**

Subject: {{FIRST\_NAME}}, question

Hi {{Name}}, I came across {{company}} and (love, impressed with etc.) what you're doing with X and Y.

I wanted to personally reach out to you as I found a few inconsistencies on your website, {{WEBSITE}}

I saw you're the founder at {{company}} so I thought I should reach out to you first.

When is a good time for us to get on a quick call to discuss?

Best,

#### **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

#### **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

I found a few inconsistencies on your website, {{WEBSITE}}

I saw you're the founder at {{company}} so I thought I should reach out to you first.

When is a good time for us to get on a quick call to discuss?

Best,

#### **Follow up #4 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, at this point I'll assume this isn't a priority at this time, please feel free to reach out if that changes. Would love to work together.

#### **4. Website Audit**

Subject: {{FIRST\_NAME}}, question

Hi {{Name}}, I came across your {{company}} and love the quality of your work.

I created an audit for {{company}} because I found a few inconsistencies on your website.

I noticed you're the founder so I thought I should reach out to you first.

Who is the best person for me to speak with regarding the audit and inconsistencies?

Best,

#### **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

#### **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

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Who is the best person for me to speak with regarding the audit and inconsistencies?

Best,

#### **Follow up #4 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, at this point I'll assume this isn't a priority at this time, please feel free to reach out if that changes. Would love to work together.

## **5. Noticed XYZ (Web Design/Digital Marketing)**

Subject: {{FIRST\_NAME}}, question about your website

Hi {{Name}}, I came across your {{company}} and love the quality of your work.

I noticed that your website {{website URL}} is {{NOT mobile friendly}} and has a few search engine optimization concerns.

I specialize in working with {{niche market}} and helping them build an exceptional online presence.

Would you be open to a quick call to discuss?

Best,

### **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

### **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

I noticed that your website {{website URL}} is {{NOT mobile friendly}} and has a few search engine optimization concerns.

I specialize in working with {{niche market}} and helping them build an exceptional online presence.

Would you be open to a quick call to discuss?

Best,

#### **Follow up #4 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, at this point I'll assume this isn't a priority at this time, please feel free to reach out if that changes. Would love to work together.

#### **6. Website Upgrade (Web Design)**

Subject: {{FIRST\_NAME}}, question about your website

Subject: Website question

Hi {{Name}}, I came across your {{company}} and love the quality of your work.

I'm curious if you would be interested in upgrading your website at this time or in the near future?

I specialize in working with {{niche market}} and helping them build an exceptional online presence.

Here are some examples of what we can do with your website.

[Mock up 1 Link](#)

[Mock up 2 Link](#)

Would you be open to a quick call to discuss further?

Best,

#### **Follow up #2 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I'm sure you're busy and wanted to make sure this didn't get buried.

Best,

#### **Follow up #3 (Wait 2-3 days)**

Hi {{FIRST\_NAME}}, I sent you an email a while back and wanted to circle back to make sure you were able to receive it.

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