**Email One: What’s YOUR Business Lacking?**

Dear (insert name),

Thanks for requesting your free copy of ‘Simple Ways To Grow Your Business’.

Hopefully you’ll have learnt some excellent strategies you can employ right now to improve your business.

However, don’t do what most businesses do: they read the information and do nothing with it!

As a commercial freelance writer, I work closely with businesses who need *more exposure for their products and services* and help advise them on strategies they can use right now to grow their business.

I’m sure you’re fed up of spending your *hard-earned cash* on marketing methods which aren’t driving customers to your business…

…which is why it’s always important to go back to basics and explore exactly WHY your marketing isn’t working.

A clearly defined marketing plan will help you identify your goals and help you set your expectations and your budget. Once you have established this, you can successfully move forward taking the necessary steps you need to grow your business effectively.

**A systematic marketing plan will remove the overwhelm and confusion most business owners make when tackling marketing on their own.**

It will also save you plenty of money, which means *more profits in your pocket*.

A solid marketing plan will help you regain your focus and make your business far more productive.

In fact, with the right plan, you can successfully see a HUGE improvement in your business in less than three months!

So make sure a step-by-step marketing plan is part of your business arsenal!

Here’s to your business success,

Your name

[www.yoururl.com](http://www.yoururl.com)

PS – Tune in tomorrow when I reveal a super-effective way of drawing clients to you like a magnet!

**Email Two: Are YOU Attracting The Right Customers?**

Dear (insert name),

Last time I mentioned the importance of a solid marketing plan which can really help your business grow in the short and long term.

Today I want to talk to ask you a simple question:

Are YOU attracting the right customers to YOUR business?

The fact is, most businesses don’t target their marketing, which means they’re spending LOTS of money on untargeted, ineffective advertising and marketing –in the hope it will bring in more customers…

The result?

***Untargeted marketing = tiny profits!***

However, having a lead-generation website as a starting point for your business has the potential to make you a LOT of money…

Why?

Because lead-generation websites are a PROVEN **method of attracting the right type of customers to your business.**

How?

By asking customers to sign up for a FREE ebook that gives them valuable information, you’re getting these customers onto your email list and into your sales funnel!

… done correctly, your sales funnel will attract the right customers to your business, and you can use their information to send them special offers and promotions on a regular basis…

…keeping a good supply of customers coming in through YOUR doors!

Now wouldn’t YOU want to be in on something like this?

Until next time,

Here’s to your business success,

Your name

[www.yoururl.com](http://www.yoururl.com)

PS – tomorrow I’ll share with you a special tip which will really help bring customers through your door!

**Email Three: Are You In On THIS To Bring In Lots Of Customers?**

Dear (insert name),

In my last two emails, I mentioned how bad marketing is responsible for ***wasting your hard earned money*** and leaving you with little or *no return on your investment*…

Today though, I want to share with you a simple method which is really going to help bring in more customers…

Have you guessed what it is yet?

I’m talking about a page one Google Rank!

Here’s the thing…

When customers search Google for businesses like yours, if your business isn’t on either page one or two of the search listings, then ***you’re going to lose out to your competitors instead!***

I don’t know about you, but as a commercial freelance writer, I’ve seen MANY businesses benefit greatly from increased customers just by having a solid online presence in Google…

**…because the reality is that industry surveys prove that 97% of people will NEVER click past page 2…so if you’re not on the first two pages, you’re business is invisible!**

Wouldn’t you want to get more exposure by ensuring your business is at the top of Google?

Until next time,

Here’s to your business success,

Your name

[www.yoururl.com](http://www.yoururl.com)

PS – tomorrow I’ll reveal a simple reason why your marketing is failing you badly, and what you can do to easily rectify this problem.

**Email 4: The REAL Reason Why Your Marketing Is Failing You!**

Dear (Insert name),

Over the last few days I’ve shared some excellent tips with you that will really help your business improve its profit-pulling potential.

However, there is one common mistake being made by virtually all local businesses and which is ruining their marketing efforts...

…and they aren’t even aware of it!

If you don’t know what I’m talking about then listen carefully…

***Poor copywriting skills are killing your business!***

Copywriting is salesmanship in print. It’s the words which are carefully crafted to make your products and services sound irresistible and compelling enough for people to want to buy from you…

…however, most local business owners try and save money where they can by writing their own marketing material – thinking it will make them more money - right?

Wrong!

**As a commercial freelance writer who works up close with businesses on a daily basis, I’ve personally** **scrapped and re-written some very poor marketing materials…only for businesses to see a huge increase in response rates!**

Put it this way, if YOU were about to make a buying decision based on some badly written marketing material …***would you want to buy from them?***

Of course not!

Bad copywriting can create a really bad impression of your business to potential customers…

***In fact, most new customers will end up buying from your competitors instead.***

So, if your marketing materials are getting a poor response, it’s time you thought of hiring a pro to do it for you…

A good commercial writer should be seen as an investment in your business who can help you attract more customers, rather than being seen as a cost.

A good commercial writer can easily highlight key problems in your marketing materials and give them a fresh perspective.

Not only will they be able to write for your audience in a way which engages and excites them, but **good freelance writers are the difference between a customer buying your offerings…or buying from your competitors instead!**

Until next time,

Here’s to your business success,

Your name

[www.yoururl.com](http://www.yoururl.com)

PS – tomorrow you’ll discover the most profitable ways to market your business, so don’t miss out!

**Email Five: Is The Ideal Way To Market YOUR Business?**

**Dear (insert name),**

Over the last few days, I’ve shared some key marketing methods which can dramatically ***grow your business***.

Today, I want to explore some different ways to market your business, so you have the ***thriving business you’ve always wanted!***

You could do it yourself, but unless you know what you’re doing, it can be *time consuming, incredibly costly and can mean waiting years to get it right.*

You might decide to follow a marketing book. Of course it will save you a ton of money, but here’s the thing…

…most business owners I’ve spoken to simply *don’t have the time to read hundreds of pages of material just to find what they need and apply it to their business.*

Perhaps you might attend a marketing seminar where you listen to industry experts who can give you the best advice…

However, seminars are expensive and ***most attendees leave with no real plan of action to follow…meaning they’re stuck where they were!***

That’s an expensive way of learning and not doing!

Or maybe you might decide to work with independent professionals who can personally work with you to achieve your goals.

Commercial freelance writers are an **invaluable investment into YOUR business**, because they can help you identify bottlenecks in your marketing and suggest ways in which to resolve these problems.

They can also help re-write all of your marketing materials to ensure your promotions are effective and can pull major profits for you.

Until next time,

Here’s to your business success,

Your name

[www.yourUrl.com](http://www.yourUrl.com)

PS – make sure you tune in tomorrow for details of how to get your FREE consulting session!

**Email Six: Give YOUR Business A Makeover With A FREE Consulting Session!**

Dear (insert name),

Over the last week, I’ve shared with you some great techniques you can use to help you grow your business and pull in the right customers.

Yesterday I mentioned how commercial freelance writers can make a significant difference in your marketing efforts and can really help increase response rates.

As a commercial freelance writer who knows what it takes to deliver ***knock-out promotions which can really make your business ‘pop’,*** I know a thing or two about marketing.

In particular I can offer your business:

* ***A more professional image -***  by writing copy which gives your business authority and gives your customers a good impression of you
* ***Provide compelling copy -***  which encourages customers to buy from you and makes YOU money
* ***Specialized writing*** - brochure writing is different to web writing. Report writing is different to press releases. Whatever your needs, you can rest assured I have the expertise to meet your needs
* **Repeat business -**  If you have a website or blog for your business, you need a steady supply of fresh content to keep customers interested and coming back to you
* **New Ideas -**  sometimes you need a fresh pair of eyes to add a new dimension to your writing – I can provide this for you and more
* **Time and money saved –**  by hiring me, you’ll free up your time and stop wasting money on marketing gimmicks which don’t work, and instead you’ll be able to focus on creating your own perfect business

So, if you would like to know more and find out how I can help you, simply book your complimentary 20 minute discovery consultation with me and discover:

* The ***real reason*** your marketing isn’t working
* What’s *stopping* you from reaching your business potential
* The exact strategies you can use right now to ***become more profitable***
* How you can change your marketing today for more customers tomorrow!

Simply contact me via email at: (insert email) to book your session!

Until next time,

Here’s to your business success,

Your name

[www.yourURl.com](http://www.yourURl.com)