**Email Templates:**

**To email people in place of cold calling, I would write something like:**

Subject: Free 30 Minute Marketing Consultation

Dear [client name],

My name is [your name] and I am a commercial freelance writer based in [your location]. I understand that you are busy, so will keep this email very brief.

My aim as a commercial writer is to help businesses boost their bottom line by helping them attract more profitable customers. I do this through a variety of ways, but primarily by analyzing existing sales and promotional material and identifying weaknesses in them.

I would like the opportunity to offer you a free 30 minute marketing consultation either by Skype, phone or in person.

If you are interested in this opportunity, please email me at [your email] or call me on xxxxxxxxxx and we can arrange an appointment.

I look forward to hearing from you!

Thanks for your time,

Kind regards

[your name]

[your website address]

**To email people in place of cold calling, where you have already looked at their website/materials:**

Subject: Free 30 Minute Marketing Consultation

Dear [client name],

My name is [your name] and I am a commercial freelance writer based in [your location]. I understand that you are busy, so will keep this email very brief.

I looked at your site [site address], and noticed that although the site is informative, it is lacking some basic things which will help generate leads and sales for you:

* List of features lacking and explain its benefits

By adding in these additional features, you can dramatically increase your chances of generating leads.

My aim as a commercial writer is to help businesses who are struggling with their marketing by helping them attract more profitable customers. I do this through a variety of ways, but primarily by analyzing existing sales and promotional material and identifying weaknesses in them.

I would like the opportunity to offer you a free 30 minute marketing consultation either by Skype, phone or in person.

If you are interested in this opportunity, please email me at [your email] or call me on xxxxxxxxxx and we can arrange an appointment.

I look forward to hearing from you!

Thanks for your time,

Kind regards

[your name]

[your website address]

***Follow Ups***

A simple follow up should be done in batches. So, if I was targeting healthcare professionals, the first thing I will do is check who opened my email. Ring these businesses first. Ask for the person responsible by name first and then say:

(This is for those emails sent out cold with no check over their marketing material)

 ‘Hi, how are you today? I am [your name] and I am just touching base with customers today to see if there is anything I can help them with. I sent you an email a few days ago and hopefully, you’ve had some time to read through it.’

Now, if they say ‘no’ and you know they have opened your email, it’s possible someone else opened your email on their behalf and they haven’t seen it. In any case, say something like:

‘Ok, that’s not a problem. I can send something out for you to have a look at again.  While I am here, I would just like to ask if you would be interested in a free 30 minute marketing consultation. This aim of a consultation is to evaluate your marketing material and your marketing strategy, and to identify your strengths and weaknesses, as well as discover any profit leaks you may have, or areas where you could get more customers. We can have a phone consultation or a Skype meeting. If you prefer, I can arrange to meet you in person.’

And take it from there.

Again, the trick here is not to secure work at this stage. If people want to talk about work, great, if not, don’t worry about it. What you are trying to do here is show businesses your worth by providing them with value first, so that they are more likely to hire you later.