

4 TOP PERFORMING EMAIL SCRIPTS THAT

GET RESULTS



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Getting results with email is an art. Finding the right mix of words, links, timing and subject lines that will get responses and have people take action takes years of practice.

From our failures and successes, we have compiled this list of emails that will work for you. This is a true Cheat Sheet – saving you years of frustration – and creating more clients and higher sales for you FAST! One more quick tip: USE AUTOMATION. Automate your follow up to multiply your success. It is EASY for people to fall through the cracks – that's opportunity LOST. Ouch.

From simple programs like Active Campaign and MailChimp to Super Complex systems like Infusion Soft, automation is your friend!

(First name) means insert their first name (of course).

(Signature) is YOUR email signature. Your name, title, links to website, phone number, social links, etc. Make it EASY for them to find you.

#1 – Super High Performing Networking Follow Up Script

This script is great for people you meet at networking events, expos and more.

SUBJECT: Great meeting you...

Hello (first name),

It was great meeting you and learning about your business. I am always on the lookout for more great services and people that can help my vast client base.

I would like to schedule a call so I can learn more about what you offer and how it could help me or my clients.

*What day in the next week works best for you? Morning or afternoon?
I look forward to chatting soon.*

Respectfully,

(Signature)



The beauty of this is that it's ALL about THEM. You don't have to tell them in the email about what you do, they will look you up – trust me. Remember the key is to get them on the phone and uncover their pains. Ask a LOT of questions and they will provide the solutions you could fix.

It works. Try it!

#2 – Great script for when people “disappear”

We've all had someone that stopped responding so this script is great to reel them back in.

SUBJECT: Do you know a good tracker?

Hello (first name),

Wow, you are super busy! I know the feeling, it's a busy time of year, especially for trackers. We've been trying to hire someone to find you. Is everything okay?

*Respectfully,
(Signature)*

This works REALLY well – and puts a smile on their faces. Another one we have used....

SUBJECT: Sending up smoke signals...

Hello (first name),

I hope you are doing well. We have hired a smoke signal specialist to send up some signals for you. Did you see them? Is everything okay?

*Respectfully,
(Signature)*



#3 – Great script to explain what you do.

Here's a great script to explain to someone what you do. We love using testimonials and case studies. It helps people relate to what you do – making it an easier jump on how you can help them. Use specific numbers to heighten the effect. Testimonials and case studies are your most potent advertising.

SUBJECT: How we grew their profits by 17%

Hello (first name),

Here's a great example of what we do – and the results we created. One particular vet clinic has had some amazing results in the first 12 months of working with us:

- Profits up 17%*
- Cash reserves up \$40,000*
- 2 DMS's added*
- Revenues jumped from \$800k to \$2.4 Million*

We have many more stories just like this that we can chat about.

What day in the next week works best for you? Morning or afternoon?

Respectfully,

(Signature)

#4 – Amazing email to get referrals...

Getting warm referrals from happy clients is the icing on the cake. It's just the bomb. Many people simply ask directly for them. We have found that giving people situations where people could use your help works really well.



SUBJECT: We appreciate you greatly...

Hello (first name)

Thank you for choosing us.

We can't tell you how much we appreciate great people like you.

We are always striving to provide similar help to people in need and would be honored if you would pass our info along to other great people that may be dealing with:

- Divorce*
- A new child*
- A new college student*
- Selling or buying a house*

We can provide the same great service we provided you to them – in their time of need. They will think you are great as well.

Respectfully,

(Signature)

Input your circumstances where people may be able to refer you. Give situations and events that people may know other people are dealing with. It works!

In review notice a few things:

1. Never be pitchy or salesy – they won't respond.
2. ALWAYS make it about them – and make them feel great!
3. Don't attach your sales flier – it decreases deliverability
4. GET HELP! If you need help writing your emails or setting up your automated email systems don't spend hours trying to do it yourself. We can help.

Best of luck!

-Steven Placey

