

Subject Line: Re: Improved Processes and Reduced Cost

I am just checking in on my earlier email, included below, to see if it may be of interest to you. We will save you cost on your operations and will improve your efficiencies.

Best regards,

What if specialized experts were on the ground improving processes in your company to reduce costs, while your own people were being trained to be the experts along the way?

██████████ develops custom consulting, training, and technology solutions that dramatically increase your performance using your existing resources. We deliver incredible results with impressive ROI.

Sincerely,

"I am pleased to state that I have worked with [REDACTED] on some very detailed Facility Layouts and successfully transforming them in to Lean Flow Layouts. While working with [REDACTED] I got to know him very well; [REDACTED] is a very detailed and leave-no-stone-unturned type of leader. He is always ready to roll up his shirt sleeves and jump right in to assist and/or lead the team to a successful and sustainable solution. I have enjoyed working with [REDACTED] and am looking forward to future projects with him. I highly recommend [REDACTED] and can assure you that you will be greatly satisfied with his results."

—

Final

Subject Line: Out-of-the-box Process Improvement

Hi (First Name),

Every business reaches a point when they need to cut costs, and there's never a cookie-cutter approach to reach your goals. So why implement a cookie-cutter solution?

For example, you think you don't have enough equipment to get your jobs done—but we typically tell our clients that they actually have *too much* equipment for what they need.

The point is to create efficiencies and cut costs while we actually work alongside your people getting the job done. We handle everything from start to finish for the project, detailing the business cases including measures for success, creating and working on task lists, identifying and procuring all materials and equipment, managing production through successful turnover to operations, and so much more.

This is [REDACTED]. My company [REDACTED] develops custom solutions for process improvement that dramatically increase your performance using your existing resources. We work with everyone from SMBs to Fortune 1000s.

I'd like to offer you a complimentary assessment of your current process, where we will determine the potential ROI involved in making the switch to a lean operating environment, and if your business is ready.

May I give you more information?

Best,

[REDACTED]

"[REDACTED] is a premier organizational excellence consultant. I have worked with a lot of folks with the titles and the supposed credentials, but I have found [REDACTED] to have a depth of knowledge that is complemented with a knack for systems perspective. We have similar strengths but different styles, so I really value his knack for making templates and simulations that help groups to quickly reach the learning and innovation objectives of the meetings that we have co-facilitated and led. I have a very critical event once a year that I host for a national client for a \$2B business, and I have [REDACTED] as my right hand man for that event."

[REDACTED]

Intro 2

Subject Line: Next-generation process engineering

Hi (First Name),

What are you doing to improve the processes that ensure your company remains competitive?

I can guarantee that what we do within companies is different from any other consulting process you have ever seen. The reason is because we do everything that our competition can do, but the difference is we don't stop there.

The process:

- Evaluate the current state of manufacturing
- Provide a scorecard matrix to identify where you are in the journey of operational excellence
- Identify waste in operations
- Produce options to improve processes

----- **this is as far as other companies go** -----

- **Optimize** takes it a step further, providing skilled craftsmen who can do anything involved in your business (weld, fabricate, electrical, etc.)
- Together we create a list of projects or tasks that need to get done
- We come in to help complete tasks alongside your people, teaching them along the way

My company **Optimize Inc.** has utilized this process for Fortune 1000 companies, which saw ROI within the first year of implementation. We will help you lower your costs to be more profitable under heavy market pressure.

I'd like to offer you a complimentary assessment of your current process, where we will help you determine the potential ROI involved in developing a lean operating environment for your organization. Are you interested in exploring this further?

Sincerely,

[Redacted Signature]

"[Redacted] is extremely capable in all aspects, but standing out were his ability to synthesise complex streams of information into a customer facing solution, and his amazing organizational abilities. I would recommend [Redacted] for any position needing these skills and the ultimate ability to bring projects in on time and complete. I worked with [Redacted] in developing and adapting more advanced lean concepts into various training products which we were using to develop specific skill sets in lean professionals throughout the United States."

[Redacted Testimonial Signature]

Follow up 2

Subject Line: Re: Next-generation process engineering

Hi (First Name),

Did you get my email? In case you missed it, I've included it below.

Best,
John

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Sincerely,

[Redacted Signature]

Final

Subject Line: Productivity vs Waste

Hi (First Name),

Who do you have keeping track of your operations and engineering process, and ensuring it is as efficient and effective as possible?

Tell us what work needs to be done, and our skilled consultants come in to actually do the work implementing lean inventory control, quality management, and project management processes while training your people alongside so that they continue to improve after we leave. We will help you lower your costs to be more profitable under heavy market pressure.

First, we take on projects when the project workload is greater than your company can handle with current resources.

Second, we train and mentor your industrial engineers on how to successfully drive projects to completion on time and on budget.

This is **John DuBois**, founder of **Optimize**. When we're done, we leave behind a more effective workforce leading to a more successful company for you. Basically, we deliver ROI that will make you look good. We have done it time and time again for Fortune 1000 companies and beyond.

If you are looking to improve in any area of your operations, I'm offering a complimentary assessment to review your processes and show you how to get on track to a leaner, more efficient organization.

Would you like to learn more?

Sincerely,

John DuBois

"[REDACTED] is a consummate professional, always ready to assist his team and clients with his extensive knowledge of Lean Enterprise Transformation. I'm proud to say I worked with and learned from [REDACTED] for many years."

[REDACTED]

Intro 3

Subject Line: Your guide for operational excellence

Hi (First Name),

Have you reached operational excellence?

If not, we can help. My team of skilled craftsmen and consultants don't just tell you what needs to be done; they roll up their sleeves to augment your staff with the resources needed to actually help finish your projects, while teaching your people what they need to know to reduce waste and increase profit.

First, we provide a framework for where you are in your journey to operational success, how we will know when we are done, and how we will know operational success has been achieved.

I'd like to offer you a complimentary review of your current process, where we will determine the potential for efficiencies gained and cutting costs by developing a lean operating environment. Are you interested in finding out how much your operation can benefit?

Best regards,

[REDACTED]

"[REDACTED] has the ability to focus on developing strategic initiatives while balancing the tactical delivery of services for clients. He did an incredible job leading program development teams to create innovative content that suited customer needs. I always know working on a project with [REDACTED] is going to be successful because he has: a strong relationship with his customers; a detailed plan established; tremendous knowledge/experience; and a phenomenal work ethic. Yet the best part of working with [REDACTED] was that he made sure his team members were valued and successful."

[REDACTED]

Follow up 3

Subject Line: Re: Your guide for operational excellence

Hi (First Name),

Regarding the email attached below, have you had a chance to review this information?

I look forward to connecting.

Best,

John DuBois

Intro 3

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Best regards,

[Redacted Signature]

"[Redacted] has the ability to focus on developing strategic initiatives while balancing the tactical delivery of services for clients. He did an incredible job leading program development teams to create innovative content that suited customer needs. I always know working on a project with [Redacted] is going to be successful because he has: a strong relationship with his customers; a detailed plan established; tremendous knowledge/experience; and a phenomenal work ethic. Yet the best part of working with [Redacted] was that he made sure his team members were valued and successful."

[Redacted]

Subject Line: The right choice to boost efficiency

██████████ provides the framework and expertise to make subtle yet powerful changes in your processes. We will help you lower your costs to be more profitable under heavy market pressure.

In 2012, one of the companies we worked with was bought for \$1.2 billion. We had already been working with them since 2010, but when they were bought, the new company wanted to send us packing because they believed we were too small of a firm to be effective.

36 months later, the same company was sold again for \$2.6 billion, realizing a \$1.4 billion return on their investment from the improvements [REDACTED] implemented.

Sincerely,
John DuBois

“█████ is the embodiment of a lean thinking practitioner of change. The key to national delivery of consulting services is the quality of the product and personnel used to deliver the work. █████, using lean thinking, developed a standard product suite that was easy to both train new personnel and then for those personnel to follow nationally in the field to achieve client success. Additionally, █████ has demonstrated repeatedly his ability to read a challenging situation, reference it to a prior client encounter, and then mentor the change delivery team to another client success story from a potentially negative scenario.”