

Message 1

Subject Line: Have you ever considered...

Hi (First Name),

What comes to mind when people hear your business name?

A successful branding strategy is more than a great color scheme. It enhances your customer's experience and creates longer-lasting relationships.

██████████ creates the face of your business—both online and in print—ensuring a cohesive message specific to your product or service. By figuring out your market, we know how to best increase your revenue (within your budget!)

For new businesses just starting up, or established companies ready for a redesign, we take a fresh look at your branding and web development to get you noticed and remembered. See testimonials below my signature.

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will review your website and branding and tie everything together with your business goals.

Are you interested?

Best regards,

██████████

Message 2

Subject Line: Re: Have you ever considered...


Hi (First Name),

Large companies spend billions per year to connect a brand message in the minds of consumers. I've included more information below about how we successfully accomplish that on a small business budget.

Hi (First Name),

What comes to mind when people hear your business name?

A successful branding strategy is more than a great color scheme. It enhances your customer's experience and creates longer-lasting relationships.

 creates the face of your business—both online and in print—ensuring a cohesive message specific to your product or service. By figuring out your market, we know how to best increase your revenue (within your budget!)

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Are you interested?

Best regards,



Message 3

Subject Line: You've been lied to

Hi (First Name),

Successful business websites don't have to break the bank.

██████████ will develop a website that pays for itself. Your site is a business investment that will increase customer awareness, engagement, and ultimately, your revenue stream.

Custom website development starting at \$1,500 includes:

- No monthly fees
- No limitations (photos, video, social media, copywriting)
- Complete SEO
- Monthly Google Analytics

We create the aesthetic and provide the digital savvy to differentiate and enhance your online identity. You can make any future updates in-house, or we would be happy to handle updates for you as you need. Working within your budget allows us to develop a long-term partnership, and that is our goal!

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie it all together with your business goals. Simply reply to this email to set that up.

Best,

██████████

Message 4

Subject Line: Attracting your customers

Hi (First Name),

Considering a rebrand and a fresh website?

Getting ahead of the technology curve is essential for attracting customers and converting web traffic.

██████████ gives your business the edge with the up-to-date website you need to succeed. Rebranding will bring new life to your business, increasing customer awareness, engagement, and ultimately your revenue stream.

With your target audience and industry in mind, our websites are completely customized, complete with SEO and a game plan to get you on track for online marketing, promotion, and web-generated sales—all within your budget. See testimonials below my signature.

Did I mention NO monthly fees?

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals. Simply reply to this email to set that up.

Sincerely,

██████████

Email 5

Subject Line: Re: Attracting your customers

Hi (First Name),

I recently sent over a message about revamping your website to bring in a new stream of leads and customer awareness. I've included the details below—let me know your thoughts.

Thank you,

██████████

Hi (First Name),

Considering a rebrand and a fresh website?

Getting ahead of the technology curve is essential for attracting customers and converting web traffic.

██████████ gives your business the edge with the up-to-date website you need to succeed. Rebranding will bring new life to your business, increasing customer awareness, engagement, and ultimately your revenue stream.

With your target audience and industry in mind, our websites are completely customized, complete with SEO and a game plan to get you on track for online marketing, promotion, and web-generated sales—all within your budget. See testimonials below my signature.

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I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals. Simply reply to this email to set that up.

Sincerely,

██████████

Message 6

Subject: Branding tip to increase revenue

Hi (First Name),

Keeping your brand presentation consistent across all platforms increases revenue by up to 23%, according to *Forbes*.

From your logo, to your business cards, printed collateral, and signage, to your digital presence—are you communicating a consistent message, or leading customers down a confusing path?

This is [REDACTED], owner of [REDACTED]. My team is comprised of marketing, software, and design experts to develop or rebrand your business' image to increase customer awareness, engagement and revenue.

[REDACTED] works within your budget to bring you:

- Branding to make you stand out (logo, social media, print collateral, website)
- Custom web development with SEO to bring your customers to YOU
- Campaigns with monthly messaging to maintain engagement

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals. Simply reply to this email to set that up.

Best regards,

[REDACTED]

Message 7

Subject Line: Is it working?

Hi (First Name),

Is your website generating its own revenue stream? If not, you may want to consider why.

■■■■■ Michelle Bersch, owner of ■■■■■. As an entrepreneur, I enjoy helping fellow business owners achieve their professional goals. We strategize and develop one-of-a-kind websites within tight budgets that will increase your revenue and that you can update yourself.

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals.

Every client first works with me directly to determine specific needs, then fine-tunes a plan with our gurus. Developing a professional relationship as we develop your business image is why I love what I do—and why I've had clients stick around for 13 years.

There is no monthly commitment required to get great service, and we never require monthly retainers. Small to large, we're here to be your partner for years to come.

May I give you more information?

Best regards,

■■■■■

Message 8

Subject Line: Re: Is it working?

Hi (First Name),

If your website isn't helping your business grow, it isn't doing its job. I've included information about what you can do below.

Best,

██████████

Hi (First Name),

Is your website generating its own revenue stream? If not, you may want to consider why.

██████████ Michelle Bersch, owner of ██████████. As an entrepreneur, I enjoy helping fellow business owners achieve their professional goals. We strategize and develop one-of-a-kind websites within tight budgets that will increase your revenue and that you can update yourself.

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals.

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May I give you more information?

Best regards,

██████████

Message 9

Subject Line: Question Re: Website

Hi (First Name),

Is your website making your business look good, or turning clients away?

38% of users will stop interacting with a website if the layout is unattractive (*Forbes*).

Make your web presence stand out and increase your bottom line. [REDACTED] not only develops great-looking and functioning websites. We also ensure they can be found in Google with SEO. We know how to increase revenue streams based on specific industries and implement that expertise to differentiate your business.

Your web presence will make you stand out as a one-of-a-kind WordPress that can be simply updated, either in-house by your team or by reaching out to us.

The flexible, personalized services from [REDACTED] are designed to fit your goals and fit your budget. With site development starting at \$1,500, we have a solution for every business.

I'd like to offer you a complimentary marketing and branding analysis of your business. This is up to one hour of my time where we will go over your website and branding, and tie everything together with your business goals.

May I give you more information?

Regards,

[REDACTED]