

# Our Top 9 Email Templates for Converting Prospects into Customers

*“Our Greatest Weakness Lies In Giving Up. The Most Certain Way To Succeed Is To  
Try Just One More Time.”*

*– Thomas Edison*

Get ready to rock your email efforts with these 9 custom email templates! You can customize each of these professionally written and designed templates, that have been tested and formulated to get your prospects to open and respond. Simply put, we're excited about the results they can provide.

Below you will find the email templates, along with some notes that will be italicized and separate from the actual template. Hopefully, these notes will act as a tool to help you construct your own emails. But enough talking about it, let's get to these awesome, engaging email templates!

## Example 1 - "Here's how I help others in your industry" Email

**Subject** - Do you need help with <<X>>?

Hi {firstname}!

Since you work in <<insert specific industry - Ex. "Agricultural Chemistry">>, we've noticed that a key struggle is << Insert Specific Issue Ex: "getting governmental approval for new products">>.

This past year, we helped <<Specific # - Ex. "47">> companies to << Insert Awesome Outcome >>, resulting in << MONEY SAVED, REVENUE ADDED, PRODUCTIVITY INCREASES >>.

I've got some specific ideas for <<insert exact company name OR "you">>, let me know when is best to connect.

All the best,

{your name}



## Example 2 - “Here's how I help others in your industry” Email

**Subject** - How to get through << specific transition >> in <<targeted industry >>

Hi {firstname},

I work a lot with << YOUR TARGETED INDUSTRY >>, so I constantly follow the industry's news.

Recently, I noticed that you've << insert something the company did recently Ex. acquisition, layoffs, opened new office >>

Usually when that happens, << common business desire >> becomes a priority. That's why I thought you might be interested in finding out how we helped << SIMILAR FIRM >> get going quickly in a new direction – without any of the typical glitches.

If you'd like to learn more, let's set up a quick call. Here's my scheduler link to make things super easy: {link}

Regards,

{your name}

P.S. If you're not the right person to speak with, who do you recommend I talk to?



## Example 3 - “Helpful piece of info” Email

**Subject** - Something for you to consider

Hi {firstname},

Your latest announcement this week about << **INSERT NEWS** >> got me thinking.

I found this article on << **INSERT ARTICLE TITLE** >> that may be beneficial as your company progresses.

Here's the link to read it. << **INSERT ARTICLE LINK** >>

Hope you find it helpful,

{your name}

P.S. After I read that article, I came up with a couple of cool ideas I'd like to share with you.

Can we schedule a time to chat? Here my scheduler link: {link}

I'm pretty sure it could <<**Single Awesome Benefit, Ex. “Increase your sales by 23% like our last client”**>>

*[Notes: These last two are a little more unique. You can either use a mutual connection you have with the person you're emailing (made a LOT easier if you're connected on LinkedIn or have done business together) or if you have a sales person you can refer to in the email. If it's just you, try to get a mutual connection send this exact template out to some of your mutual contacts, and offer a referral reward when you close the leads.]*

## Example 4 - "Intro to your salesperson" Email

**Subject** - Quick Intro

Hi {firstname},

How have things been with you? Hope all has been good on your end.

A friend of mine, <<insert your salesperson's name>>, is working with a company right now that, given your role, I thought you'd want to be aware of. Their {your product/service} handles {X, Y and Z} and we've been extremely impressed by what they do. I thought it may be something you'd want to look into, so I'm introducing the two of you here. So, {insert sales person's contact information}.

Please let me know if I can help either of you further. Otherwise, I'll let you handle it from here. Hope all is well, {Insert contact first name}!

{your name}

## Example 5 - “Mutual Connection” Email

**Subject - << Mutual Connection >> sent me your way**

Hi {firstname},

<insert mutual connection> recommended we get in touch. I work with him for a company called {Connection’s Company name} that does **X, Y, and Z**. In thinking about your role at {!Receiving\_User.CompanyName}, I thought there might be a real fit for you

Our {product/service} has been been {Specific awesome accolade or result} and I think it’s something that you might have great interest in!

Do you have time to chat next week?

Regards,

{your name}

*[Note: use this last one as a follow-up to any of the previous emails]*

## Example 6 - “Follow-up” Email

**Subject - Re: << previous email subject line >>**

{firstname},

I'm writing to follow-up on my email. I didn't hear back from anyone on the team. If it makes sense to talk, let me know how your calendar looks.

If not, who is the appropriate person for me to talk to?

Thanks for your help,

{your name}

***Build Your Own Email Templates:***

***B*** - Before (talks about their current painful situation)

***A*** - After (talks about a future situation without the pain)

***B*** - Bridge (talks about the reason the transition happened)

## Example 7 - The “Secret Lead Source” Email

**Subject** - Want to know my secret?

Hi {firstname},

I recently talked with John about the trouble he was having in finding qualified seller leads in the LA area...things are just super saturated and everyone wants to sell for top dollar. NOBODY is easy to work with!

But I told John about a little secret lead source of mine, and now he's swamped with motivated sellers who want to hire him yesterday...and since I saw you have a couple listings of your own, I figured I'd reach out.

I'd love to chat with you about what I told John...maybe you can use it to bring more motivated seller leads into your brokerage too? If you're game, let's chat here: {link}

Best-  
{your name}



*P - Problem (State the most burning problem on their mind)*

*A - Agitate (stoke the emotional impact that problem has for them)*

*S - Solve (offer a solution they can trust)*

## Example 8 - The “Problem Solved” Email

**Subject** - [Template] More Leads for \$5 a Day

Hi {firstname}-

Our mutual friend David over at Acme Plumbing just got done telling me about his problem getting hot water cylinder repair clients. Said that he's tired of plunging toilets, and all the big plumbing companies are grabbing the better, more profitable jobs.

He even said that if he goes 3 more months without a bigger job, he might have to close his doors. He also said that happened to Tony's place 6 months ago, too...all because they can't get their hands on these jobs.

But I showed him a little trick using a \$5/day Facebook ad, and once he used it, he already booked a job for Friday! And it's at a multi-family, so there's a good chance he'll get called back if anything else pops.

The nice thing is...there's TONS of jobs, and David can't even hope to handle them all. So I'm curious...do you want me to show you how David and I did it? If so, let's hop on a quick call...here's my scheduler link: {link}

Best-

{your name}

**S** - Star (A big, sexy idea)

**C** - Chain (tons of proof, evidence, facts, sources, and reasons)

**H** - Hook (a call to action)

## Example 9 - The Influencer Email

**Subject** - Do you have this in common with Tony Robbins?

Hey {firstname},

The biggest influencers...in any industry...all have ONE thing in common:

A best selling book.

Tony Robbins launched his career with a book.

Tim Ferriss became a multi-millionaire off one title.

Jim Rohn, Brian Tracy, Jack Canfield, Suzy Orman...name an influencer, and I'll show you someone who started their career with a best-selling book.

And here's the thing: you don't have to be a millionaire already to launch one.

I've got a proven system that I've used with over 100 authors so far that shows you exactly how to write, publish, and promote a best selling book of your own...and I'd like you to try it for FREE.

Just click the link here: {link}

Best-

{your name}

**A** - Attention (Grab their attention immediately in the subject line or headline)  
**I** - Interest (Intrigue them with something they desire or something they fear)  
**D** - Desire (build desire by taking them AWAY from pain and TOWARDS pleasure)  
**A** - Action (compel them to take an action)

## BONUS Email Example

**Subject** - *If you're a practicing lawyer, this email is worth \$430,000 in billable income over the next 6 months.*

*Hey {firstname},*

*There are certain little known "retainer niches" that are starved for quality legal representation...and nobody is serving them. Even better: the work they need done is simple...but time consuming. Which means more billable hours for you.*

*It started recently, thanks to the Affordable Care Act coming into play for American businesses...*

*And if you're BAR certified, and can follow simple instructions, you can tap into a veritable gold mine of legal work helping American businesses get compliant with new healthcare laws.*

*For a complete report on how you can include ACA-compliance legal services to businesses in your area, download our free report here: {link}*

*Best-  
{your name}*