

## Site+Copy email sequence following lead gen offer -- \$500 off/30%

### Email 1:

Subject: Your \$500 off coupon, {{ subscriber.first\_name }}!

Preheader: A website that converts is invaluable!

Hi {{ subscriber.first\_name }},

My name's Nick, owner of Website+Copy. This email will serve as your coupon so please save it. And it never expires!

As a service professional myself, I know how important it is for you to have a website that converts visitors into customers. And as a [copywriter with 8 years experience](#), I can create the kind of persuasive copy that gets the job done right.

It's not enough to write well when it comes to marketing copy. It requires a firm grasp of human psychology. There are certain triggers we humans respond to positively. And there are certain triggers that have the opposite effect. Knowing the difference can make or break your digital marketing success.

Most business owners pay thousands for a website then try to find a good copywriter and pay out again for that service. What I'm offering you is one-stop shopping and the best package deal you're going to find.

But what I'm really offering you is increased revenue! Great copy plus great graphics and formatting combined with local SEO optimization will put more money into your pocket.

Take advantage of your special deal – a 4-page website for \$1299, **everything you need to convert your visitors into loyal customers.** [Schedule a 15 minute conversation today.](#)

(signature)

## Email 2:

Subject: Everything you need, {{ subscriber.first\_name }}!

Preheader: A simple process for excellent results!

Hi {{ subscriber.first\_name }},

Building a website that converts visitors into customers is incredibly nuanced. And the process for building your site is instrumental to its success.

Here is my process:

1. We have [a 15-minute conversation] to ensure this is a good fit for your business.
2. If we decide to move forward, I'll send you an invoice for \$299 and a questionnaire that asks about your target audience, benefits, competitors, etc. This will be the foundation of your marketing strategy.
3. As soon as you fill out the questionnaire and pay the deposit invoice, you'll pick out a theme for your website from [hundreds of options] that I will provide you with. (I'll make sure your questionnaire answers are thorough; this step is the most important.)
4. I write your copy around your theme's formatting and graphical layout and optimize for local SEO based on keyword research.
5. I hand the copy off to my partner (name) who then builds your website. He's as talented as they come.
6. Once complete, I inspect your site and make some final edits.
7. You look over your completed website and provide feedback if there are any changes you want.
8. Once you are completely satisfied, you pay the remaining balance of \$1000 upon delivery of your finished site.

We'll even record a 10-minute screenshot video of your WordPress dashboard so you know how to manage your site on your own. (There's not much to it.) But if you want, we'll be happy to perform monthly maintenance for \$25 per month.

**[Schedule your conversation today]. Every day you go without a website that converts visitors into customers costs you money.**

(signature)

### Email 3:

Subject: Are you good at what you do, {{ subscriber.first\_name }}?

Preheader: Do you know the difference between good copy and bad?

Hi {{ subscriber.first\_name }},

I'm going to assume you're really good at what you do, which means now all you need is a website that conveys the benefits of your services to turn leads into loyal customers.

I'm also going to assume a few other things:

- You don't want to spend thousands for an expensive website.
- You don't want to pay for a copywriter on top of the design.
- You don't know good copy from bad and what persuades visitors to act.
- You don't have the skills or time to build a site and write the copy.

Normally, I don't place too much importance on SEO, as millions of other businesses are also trying to land on the first page of Google. (It's simple mathematics.) But for local businesses, it's extremely important.

I'll find keyword phrases that people use when they search for your services in your city. Then I'll put those phrases in the places that matter most and in the proper density.

(testimonial)

**[Schedule your call today]. I guarantee you'll be satisfied.**

#### Email 4:

Subject: Why Website+Copy is your best option, {{ subscriber.first\_name }}!

Preheader: Do you want to separate yourself from your competitors?

Hi {{ subscriber.first\_name }},

It pays to shop around when purchasing anything, especially something as important as your business website. If you do, I think you'll see that Website+Copy is the choice for you.

Why us?

- You'll get professional marketing copy that converts from a copywriter with 8 years of experience.
- You'll get professional design work from a great web designer with (#) years of experience.
- You'll get the best local SEO strategy built into your site so people searching for your services in your city can find you faster.
- You'll get a speedy turnaround; we can have your site completed and ready for your feedback in 1 week or less.
- You'll get a partner who truly cares about your success.

We also have add-on services like email sequences, landing pages, extra pages (beyond the 4 included), lead gen copy, ad copy, etc.

(testimonial)

[Schedule a day and time for us to talk]. Together we'll make certain your website does its job: **Turn visitors into loyal customers.**

(signature)

## Email 5:

Subject: Another \$100 off if you're ready to act, {{ subscriber.first\_name }}!

Preheader: An all-in-one web solution for only \$1199.

Hi {{ subscriber.first\_name }},

If you need a high-converting website and are ready to get started in the next 7 days, I'll knock another \$100 off the price.

That means that a service that usually costs \$1799 will cost you just \$1199. Would you consider this a fair offer for website design, persuasive marketing copy, and local SEO optimization?

(testimonial)

So much goes into your marketing copy besides conveying benefits (but this is vital). You need to convey clarity. Otherwise, your target audience may think they are in the wrong place and bounce. At this point, they usually don't come back.

You need copy written for skimmers, as attention spans are dwindling. All it takes is one headline to get their attention at which point they stop skimming and start reading.

There are power words (words that are especially good at converting) and elements of persuasion like likability, authority, and social proof. And I know how to put all of it together to make sure your website converts visitors into customers at a rate you'll be very happy with.

(testimonial)

**[Schedule your conversation with me today], and take advantage of this very special offer.**

(signature)

**Email 6:**                   6 days later

Subject: Your special price expires tomorrow, {{ subscriber.first\_name }}!

Preheader: Schedule a call today to lock it in.

Hi {{ subscriber.first\_name }},

Your special rate expires tomorrow. But I'll tell you what I'll do for you.

If you schedule a call with me today (just schedule it, not have it), **I'll lock you in at the special price of \$1199.**

That's for everything: great web design work, persuasive marketing copy that converts, and local SEO optimization. Everything you need to turn your website visitors into loyal customers.

[Schedule your call today!]

(signature)