

----- **INITIAL PROSPECTING EMAIL** -----

Subject: quick question

hi,

i'll get straight to it...

we've noticed your restaurant is currently losing customers to your competitors each day - but we can fix this fast, as in, this week.

would you be opposed to watching a 4-minute video that explains it?

totally your call - just let me know.

talk soon,

- Will

----- **FIRST RESPONSE EMAIL** -----

ok, sure thing...

here's the short 4-minute video that explains why you're currently losing customers to your competitors right now and how we can fix it...

click here to watch:  
(INSERT TRIAL PAGE LINK HERE)

i'll follow up tomorrow to see if you have any questions.

talk soon,

- Will

**----- NO RESPONSE FOLLOW UP EMAIL #1 -----**

Subject: Re: quick question

did you see my email below?

- Will

-----

(INSERT ORIGINAL EMAIL HERE)

**----- NO RESPONSE FOLLOW UP EMAIL #2 (optional) -----**

Subject: Re: quick question

not sure if you saw my last email but I wanted to make sure I was reaching out to the right person?

- Will

**----- NO RESPONSE FOLLOW UP EMAIL #3 (optional) -----**

Subject: Re: quick question

i just wanted to reach out to you one last time.

if I don't hear back from you,  
I'll assume you're not interested.

thanks again for your time.

- Will