

Long-Term Nurture Emails

Email 1

Subject: How to use your email signature to get more business

Hi ~FirstName~,

How many emails do you think your company sends each week?

According to an analysis of 5 million emails from Baydin, an email management service, the average email user writes 40 emails a day.

So if you're a team of 4 then your company probably sends around:

- 160 emails a day
- 800 emails a week
- 41,600 emails a year!

Now, let me ask you another question:

“Are you using your email signature as a marketing tool?”

If not, that's a huge missed opportunity.

41,600 missed opportunities each year to be exact!

And a simple way to change this is to add a short video to your email signature.

If you already have a video you can use then it takes less than 10 minutes to do this. I wrote a [blog post about it for you here](#).

Check it out and let me know if you have any questions.

Kind regards,
Kathy Moran



<insert video>

P.S. If you'd like to know how much it would cost for us to create a video for your email signature [then click here to get a quote](#). We can have your video shot and online within 7 working days!

Email 2

Subject: The Ultimate Video Marketing Checklist [Free PDF]

Hi ~FirstName~,

If you're thinking about using video to market your business then I have a free tool you'll like.

It's called the Ultimate Video Marketing Checklist.

<insert image of checklist>

It consists of 18 carefully chosen questions to help guide you through the planning stage of creating a video marketing program.

We've produced over 1,000 videos for clients. So we've learned a thing or two about how to successfully plan a video marketing program.

And if video is not currently part of your marketing I encourage you to consider it. According to Cisco, a prospect is 64% more likely to make a purchase on your website if it has video.

This is why so many business owners are scrambling to get setup with video marketing.

It's a great time to start doing video marketing... but it's important you first make a plan.

So go ahead and grab your free checklist now.

<insert image of checklist>

Kind regards,

Kathy Moran



P.S. After you read the checklist you'll see that video marketing requires a lot of work. So if you're the DIY type with a lot of time on your hands then this may be OK. However, if you'd like to hire professionals to do it for [you then click here](#) so we can schedule a 10-minute call to talk about your project.

Email 3

Subject: How to 2X your sales without 2X the work

Hi ~FirstName~,

Imagine what life would be like if you doubled how many sales you made each month.

Now, you may be thinking, “Yeah, that sounds good in theory... but as the owner I know that also means **twice as much work** for me!”

Hey, I understand. Remember, I’m a fellow small business owner.

But I have good news:

It’s possible to 2X your sales without 2Xing your work.

But it’s not by working harder... it’s by working smarter.

It’s about doing what other successful business owners do: **multiply yourself!**

As Rory Vaden says in his bestselling book Procrastinate on Purpose, “You multiply your time by spending time on things today that will give you more time tomorrow.”

So if you want 2X growth without 2X work then the question you should be asking yourself is:

“What things can I do today that will give me more time tomorrow?”

For example, if you want 2X more sales then you have to resist from booking 2X more sales calls (that’s just working harder).

Instead you could record a “sales video” that explains the benefits of your product or service (that’s working smarter!).

And then if the prospect still needs to talk to you they can. But if not, then you have just found a way to multiply your time!

This is just one example of how to use video to multiply your time and sales.

To learn more [check out this post](#).

Kind regards,
Kathy Moran



P.S. If you’d like to get a “sales overview” or “product demo” video created we can help. In fact, we can have your video shot and online within 7 working days! **Simply click here to book an appointment.**