

**Subject:**

[Name], idea for the [restaurant]

**Body Copy:**

Hey [First name],

How are you? My name is Dmitry and I just wanted to introduce myself and let you know about an idea I think would help your [restaurant].

But before I share that I want to make sure this will be useful to you...because if it isn't you can delete this email and carry on with your day. You're busy and I want to respect your time.

So let me ask you 2 short questions...

1. If you could get customers to give you honest feedback about your [restaurant] would that help you?
2. Would you pay £1/day to get this honest feedback delivered straight to your mobile?

If you answered yes to both questions then what I'm about to share will be very useful. If you have no desire to improve the experience of your customers then please stop reading right now because this isn't for you...really.

Imagine getting a text message that reads, *"We really enjoyed the soup but our coffee was not hot enough."* Or, *"We love your [restaurant] but not the smell. My wife and I may not come back if this smell persists."*

Do you think that knowledge would cause you to make some changes? And do you think both you and your customers would be better off because of it?

Well now you can get messages just like these delivered straight to your mobile with a service called JustSaying. JustSaying is a tool that allows customers to send feedback to business owners via their mobile and allows them to do it anonymously.

And it's easy for business owners and managers to reply to these messages from their mobile phones. If you can text, you can use JustSaying.



## Just Saying Email #1

Draft as of 3/16/12

Prepared for Dmitry Aksenov

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Think of it like a 21<sup>st</sup> century comment card.

If you want to find out how to get this kind of real time feedback for only £1/day [click here](#).  
There's a short video that explains how it all works.

If you have any questions feel free to reply to this email. And if I don't hear from you first I'll follow up with you in a few days to see if you have any questions about the video.

Cheers,

Dmitry

