

FROM:



The Ultimate Swipes to Sell Animated Videos to Businesses

This material will leave you with a set o ready-to-be-deployed swipes that you can use to close more clients by cold calling them via email.

What you'll see below is a soap opera email sequence tailored to be used in conjunction with **ClipMagix Software**. It will help you establish yourself as a quality **animation vendor** and lure them into your client list.

A soap opera email sequence is much more efficient than the traditional single email approach because it puts the potential client through a smooth journey that will portray the idea that your Voce Ranking services are a no-brainer to their business.

This email structure is relying heavily on the **RIA (Results In Advance)** method, which is an absolute killer when cold calling clients.

PS: Don't ignore the **Explainer** section of each email sequence because you'll be missing out on a lot of valuable marketing advice. This is where we explain the reasons why use certain phrases, terms, and call to actions in order to boost the conversion rate.

Mail Sequence #1: Establishing a connection

Subject Line: Your videos could be better...

Body:

Hey **[Business owner first name]**,

I decided to write this email after I saw your video on youtube while searching for **[business niche + location (ex: gardening services in Colorado Springs)]**.

I was not satisfied with the results that I got, so I figured I should do some old fashion research on my laptop. I must say that based on what I could gather and based on what other people are saying online, your business stood up among the best in the area.

It's a shame that some customers may not be aware of that. It sure seems like you are losing a lot of customers this way.

Even though your business is well recognized in **[Business location]**, your videos are not as professional as they should be. This is bad for business because I noticed how your local competitors are being featured on Youtube while your business isn't.

Don't tell me that these businesses deserve a top spot and yours doesn't:

[List of local competitors featured in Google's voice search results]

The funny thing is, I'm a Professional Video Animation and Producer at **[Your Agency Name]**. Since we're specialized in highly engaging animation videos, I was naturally curious why isn't Google giving you the place you deserve.

With this in mind, I have compiled a **[PDF/Video]** pointing up some of the **problems that are keeping your videos engaging more people**. You'll find it attached to this email.

Don't worry, you don't have to pay me anything! I have attached the **[PDF/Video]** report for **FREE**, so consider this a friendly gesture. The only thing I ask in return is to hit the **Reply** button so I know you got it.

Besides, I like how your business operates and it's the least I could do to make sure you get the kind of visibility that you deserve.

Now it's up to you to make the necessary adjustments in order to get more clients by having more engaging videos for your business.

You can find the report attached in this email so you can see for yourself, And I am looking forward hearing back from you soon!

Have a great day,

[Your Name]

[Your Business Website]

[Attached PDF Report or Personal Video]

Explainer

This first email must not seem pushy in the slightest degree. The only goal here is to establish a friendly connection that we can later use to pitch your Animation / Video services (when the time is right).

Notice how we used casually mentioned a few local competitors that are outperforming their videos. This is one of the best methods that you can use to get their attention from the get-go.

PRO TIP: You can easily generate a local competitors list using the **LocalProfits360** upgrade.

Moving on, notice how we casually defused the idea that this was a sales pitch by mentioning that the PDF report is free of charge.

Speaking of the PDF report, make sure you generate it from the VoiceRank360 platform and attach it in the email, otherwise the whole sequence is ruined.

Mail Sequence #2: Follow up question

~After 24 hours (if the subject has not replied)~

PS: If the subject replies to your first swipe, jump straight to **Sequence 3**.

Subject Line: Did you get it?

Body:

Hey **[Business owner first name]**,

Yesterday I sent you an email with an attached PDF report regarding video issues I have discovered on your website.

Did you get a chance to review it? Just wanted to double check if it has reached your inbox.

I spent some time putting it together, and I would like you to reply to this email if you managed to give it a read. Also, I will be willing to answer any question related to the metrics presented in the PDF report.

In the off chance that you didn't get it, just hit **Reply** to let me know and I'll send it again.

Talk soon,

[Your Name]

[Your Business Website]

Explainer

This next swipe is short because it's only designed to do one thing - to encourage a reply. Notice how we didn't attach the PDF report in the second swipe. We did it intentionally because the goal here is to obtain feedback from the prospect.

This swipe does two very important things:

- It encourages the prospect to get in touch with you by replying to your email.
- It urges him to search in his Inbox for the PDF report that you previously sent - in case he missed it.

Mail Sequence #3: Pointing out additional problems

~After Subject has replied~

Subject Line: More bad news, I'm afraid

Body:

Hey **[Business owner first name]**,

Thanks for replying to my email. I hope it has helped you realize the areas your business lacks in order to achieve a better engagement by using better videos.

I have been doing animated videos and rich media for a lot of years now and I have to say that your business website struck me as a curious case.

It's true, Video is one of the fastest and more desired way to get new customers, But attention span this days is below 5 seconds!

Your business is clearly a premium local solution when it comes to **[business niche]**, but yet customers are gain through Stunning VIDEOS!. This got me thinking, so I went ahead and dug even deeper.

Remember the **[PDF/VIDEO]** report I've sent you a while ago? Well, there's more to it.

To get a clearer picture of what's going on, I have compared your videos I found to some of your competitors:

[List of local competitors of the subject business]

As soon I started looking through them, I've started to realize that they simply get more credit because they ahve more engaging videos for their business.

When it comes to videos, there is a fine line you need to take into consideration if you want to have more customers crossing your doorstep.

I'm sorry to break it to you, but your **local competitor's videos are simply superior to yours**. That's the reason why you're not getting more customers.

See, you don't have a problem with your products or services, but a lack of video engagement. It seems to me like your local competitors are already stepping the gas on their video efforts.

But nothing is lost yet. You can still get better videos for your business.

I want to help you out, so me and my team at **[Your Agency Name]** will be putting together a list of Video Ideas you can look at as soon as we find some free time.

Look for my email in the days to come,

[Your Name]

[Your Business Website]

Explainer

This stage is all about **building towards the closing moment**. Notice how we used a subject line that is short but intriguing - this is confirmed to boost the click-through rate exponentially.

Yet again, we played the local competitor card since we want to get the prospect reeling for the closing phase.

Notice how we start up by making them feel unjustly treated by Google before putting the blame on their own poor voice search optimization (in relation to the competition) - this is designed to get their wheels turning towards enlisting manpower capable of helping them recover the disadvantage (That's you!).

Mail Sequence #4: Giving partial solutions

~After 24/48 hours~

Subject Line: Voice ranking tips for your business

Body:

Hey **[Business owner first name]**,

I hope I didn't take too long.

As promised, I've put together a list of Short Video Ideas that you can apply to recover some of the ground that your local competitors have on you.

These tips are created with your particular website in mind, so do me a favor and get to them as soon as possible.

Animation Video Samples for **[Business Website]**

[Place 3 Video Samples created for their business]

Just have a look over them and let me know if anyone fits your needs. We can do a lot more than just this, so let's schedule a meeting at your Earliest convenient.

Talk soon,

[Your Name]

[Your Business Website]

Explainer

In this 4th swipe, we're giving the prospect a sneak peek into the optimization strategies that you can provide as a Voice SEO consultant. We score points for being punctual in delivering the free optimization tips that we promised in swipe 3.

If you read our previous material about the **Results in Advance (RIA)** method, then you already know why we decided to provide some value for free.

Once this email is sent, you already established trust with the prospect, leaving him wide open for the closing stage.

Mail Sequence #5: Closing them as clients

~After 48-72 hours~

Subject Line: Have you decided about your business video future?

Body:

Hey **[Business owner first name]**,

I just remembered about your website today and decided to see if you managed to improve anything in your video space.

I see that not much has changed since our last talk...

And I get it.. It's Time! (...most businesses don't have the time To dedicate to this important aspect of attracting clients)

Maybe you even run this as a solo man business..

Sometimes it can get tough!

In the event that you know anyone competent in creating better and more engaging videos for your business, ask them to help.

Or even better, get in touch with me and I'll put you on our **Early Bird for a complete Video Turnaround for your business.** I think I can even squeeze you on our loyalty programme which will save you **35%** on a monthly basis.

Contact me if you're interested,

[Your Name]

[Your Business Website]

[Your Contact Number]

Explainer

In this last swipe, we begin by portraying genuine interest in how the situation has developed. Notice how we don't go for a hard sell - this is no longer needed given the fact that we just took them through a 4 swipe sequence designed to establish trust.

With this last email, you plant the idea that your video agency holds the know-how that will help them reach voice ranking that they deserved. So sit back, relax, and wait for the client to close itself by replying to this last swipe.