



Ultimate Email Sequence that Sells Chatbot Installation to Clients

Hey there!

A lot of people are starting to earn big bucks with ChatBots, so we decided to create a soundproof email sequence that will help you close more clients by **offering them ChatBot installations.**

What you'll see below is a collection of swipes arranged in a soap opera sequence. The purpose of them is to build up trust between you and the prospect up to the closing moment while establishing you as a valuable video consultant that is a no-brainer to their business.

Keep in mind that this email sequence is very similar to what we regularly use when cold calling clients - it was created after various tweaks and experiments. Feel free to use it for yourself in order to close cold clients, but please **DO NOT share it with anyone else.**

A lot of elements included in the following swipes are relying heavily on the **RIA (Results in Advance)** method, which is hands down the most effective method when cold calling clients.

Some of the phrases that we used might seem a little odd, so we included an **Explainer** section under each email sequence to help you understand the reasons behind them. That is where you'll find the real value behind these swipes - explanation detailing the reasons behind certain phrases, structure decisions and call to action schemas.

Mail Sequence #1: Establishing a connection

Subject Line: [Business Name], Your Website Feels Abandoned...

Alternative: Your Website Visitors are Leaving Way to EARLY...

Body:

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

My name is **[Your Name]** and I've discovered your business after I've done a Google search on **[business niche + location (ex: carpenter in Ohio Columbus)]**.

I got a whole bunch of local results, so I started filtering them to discover the best option for me (as I always do). As you can imagine, your business appeared among the top local search results (otherwise I wouldn't be contacting you).

Then, I've stumbled upon some reviews about your business. People were saying good things about your establishment, so I decided to do some more research.

Naturally, I wanted to know more about your product and services, so I started looking for your website.

I have to admit, it was pretty hard to find your business website since most of your direct competitors are ranking above you in Google search.

[Screenshot with Local competitors ranking above his business]

It's not my intention to get you worked up or anything, but I don't think any of the businesses above have anything over your establishment. Yet they all rank above you, while your videos are almost invisible.

Why is that? Since your business is among the best in the **[business area of operations]**, you should have the visibility that you deserve.

By now, you might be wondering who is this random person and why this abrupt interest in my business.

Well, my name is **[Your Name]** and I'm a marketing consultant at **[Your Agency Name]**. Given my profession, I know a lot about the algorithm that powers the Google search engine, so this case was very intriguing to me.

The thing is, Google usually gets it right when it comes to establishing the authority of local business and ranking them accordingly, but in this case, it sure seemed like the system has failed.

I spent some time analyzing your metrics, but I eventually understood the problems leading to this poor rank - It's an apparently harmful metric called **Bounce Rate**.

This is good for you because it cancels my suspicions that your website might have been manually adjusted by Google.

From what I gathered, Google is very willing to rank you where you deserve. But it doesn't, because **you're doing a poor job of optimizing the user experience of your website**.

I made a list of weak points that you can improve on to boost your website rankings. If you're interested, hit me up with a reply and I'll send you a short list of things that you can do to improve your website ranking.

I really think it will put things into perspective and help you understand the problems that are keeping you from a higher local position when it comes to organic search.

Hope to hear from you soon,
[Your Name]
[Your Business Website]
[Your Contact phone]

PS: I just realized that this all sounds like a sales pitch. Don't worry, you don't have to pay anything for my tips. Take them as a token of appreciation to repay the good things that your business does for the local community.

Just hit **Reply** on this mail, tell me that you that you're interested and I'll send them to you as soon as possible. You can also reach me at this number **[Your Phone number]** and we can set up a meeting.

Explainer

In this first sequence, notice how we don't force anything (at all). We start with a story mentioning how and why we decided to contact their business.

Did you notice how we mentioned their local competition before saying that their business is not ranked as good as it deserved? We've done that to steer the prospect into thinking that the competition is doing something that they are not.

Based on the RIA method, we score points via the **Good Will** factor by offering to include a custom video report for free. Even if our tips won't contain anything too revealing, it still achieves the purpose of convincing the prospect that you've just provided value for **FREE** - this first step is essential and will help us immensely in the sequences to come.

Mail Sequence #2: Providing Value for FREE

~After the prospect replies to Mail Sequence #1~

Subject Line: Here's what you need to do (Bounce Rate Optimization)

Alternative: Custom Tips to Improve your Website's Bounce Rate

Body:

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

I was very glad to see you receptive to my original email.

As promised, I have put together a list of tips that will improve the **Bounce Rate** of your website. This will ultimately force Google to rethink the ranking granted to your website and elevate you to the Top Pack.

But before we get to the actual tips, you need to understand what exactly is the bounce rate metric.

When a user (e.g., customer, prospect, or reader) visits your site on any page (known as an entrance page) and leaves without visiting other pages on the same domain, that's a **bounce**. Your **bounce rate** is the percentage of all users who

enter and exit on the same page, without any clicks to other pages on your site.

High bounce could mean you don't have an enticing, that will entice the user to remain on your page.

Here are 5 things that you can do to improve the bounce rate of your website:

- **Improve Your Content's Readability** - One reason that your target customers might leave your site is a lack of readability. User experience begins when your content is readable and legible. Specifically, large chunks of text scare readers away, so avoid them.
- **Stop using popups** - In 2013, 70% of users said that they found irrelevant popups to be annoying. That number is probably higher now since most people still hate popups. You can use pop-ups if you need to, but don't make them too aggressive.
- **Keep your content fresh** - Businesses that update their blogs with fresh content regularly will generate 126% more leads more than those who don't. However, it's important to differentiate powerful content from the right content. Before Google added mobile responsiveness as a ranking factor, mobile bounce rates were about 60%. But, if your site displays well on smartphones and you update it with content regularly, your bounce rate will improve. |
- **Make the right visitors feel like home** - Higher bounce happens when you're getting the wrong website visitor from the start. I was suspecting you might be having a targeting problem. Higher bounce happens when you're getting the wrong website visitor from the start. This is a targeting problem.
- **Speed Up your Page Load Time** - Well, consumers expect a web page to load in 2 seconds or less. After 3 seconds, consumers will no longer wait for your site to load – they'll just move on to your competitor's site. The slower your landing pages load, the higher your bounce rate will be.

Read each tip carefully and tell me what you think. I tried to make them as easy-to-understand as possible. I hope it will help you to make the necessary adjustments in order to improve your bounce rate metric.

All I ask is that you hit the **Reply** button and let me know that you received these tips. Don't let my work be in vain!

PS: If you're interested, I can also tell you more about a shortcut that you can implement on your website to improve your bounce rate exponentially (and your website rankings).

Have a great day,

[Your Name]

[Your Agency Website]

Explainer

With the second swipe, we are only trying to do one thing: to encourage a reply. The only goal here is to get some feedback and a solidify the connection with the prospect.

We start the email by thanking them for replying - because we want them to feel involved. This will help us in the next couple of sequences.

Again, we emphasize the idea that the tips are tailored specifically to tackle their issues. We also encourage the prospect to use them to make the necessary adjustments - this helps with solidifying the idea that we provided **FREE** value.

Here, we also drop a casual mention that we know a shortcut that will improve their bounce rate exponentially. This is done to encourage a response and potentially a question about it.

Mail Sequence #3: Follow up question

~After 24 hours (if the subject has not replied to Mail Sequence #2)~

Important: If the subject replies to your second swipe, jump straight to **Mail Sequence #4**.

Subject Line: [Business Name] Did you get my tips?

Alternative: Did you start optimizing for a better Bounce Rate?

Body:

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

I haven't heard back from you. Yesterday I sent you an email with custom tips explaining the huge bounce rate that your website is dealing with.

Did you get a chance to review it? If you did, please **reply to this email so I know you got it.**

If you didn't get it, let me know by replying to this email and I'll re-send it to you as soon as possible.

Talk soon,

[Your Name]

[Your Business Website]

Explainer

This is the shortest sequence out of the bunch because it's only designed to encourage another reply. We didn't attach the tips again because we want real feedback from the prospect.

Although it's short, this swipe will help us with two important aspects:

- It gets the user to get in touch with us via the **Reply** button
- It urges him to search his Inbox for our previous email in case he missed it.

Mail Sequence #4: The Revelation

~After Subject has replied to mail sequence #2 or #3

Subject Line: Here's how your Competitors are Crushing you...

Alternative: Your local competition is a tough bunch!

Body:

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

I hope you and your business are doing well.

Have you started working on improving your bounce rate? I really believe the tips I previously sent you will help you position your business at the top of the local rankings to people searching for **[business niche]** in **[local area]**. But it's up to you to turn this into reality.

However, it seems like you have a tough road ahead... Immediately after I got your reply, I turned my attention to your competition. The idea was to get you a sneak peek at their optimization strategies so that you can keep up with what they are doing.

I got to be honest with you, I had no idea that this niche was this competitive...

I don't know if this is just an unfortunate coincidence for you or this is standard practice with **[business niche]**, but it looks like most of your competition is already this cutting edge marketing strategy that I casually mentioned in my last email..

This might seem like a technology straight from the future, but I can tell you right now that it's much more common than you might suspect:

[List of local competitors that are using ChatBots]

I'm not trying to alarm you or anything, but I'm not sure that you understand the **importance of implementing a system that keeps your bounce rate down...**

Believe me, I've seen this happen countless times before - small business owners that ignore local search until it's too late...

They only start looking for problems when they see that they are no longer an important player in the local market. But by then it's already too late...

See, the thing is, if your local competition manages to solidify those top ranking spots, it will be very tough to get there yourself in the future. **But you got an early warning. You still have the chance to make it there!**

You need to act now, and you need to do it fast and efficient! Review the tips that I previously sent you again and start lowering your bounce rate before it's not too late.

In the meantime, I will create a list of optimization tips that make things more clear. I will send it as soon as I find some free time.

I told you I'll help you, so let's work together on this.

Look for my email in the days to come,

[Your Name]

[Your Business Website]

Explainer

This email sequence is about moving things along to the closing moment. The title is extremely important in this sequence - it should be short and intriguing in order to encourage the prospect to open it out of curiosity.

We play the local competitor card again since we want them to know that the competition is already using ChatBots.

Notice how we put the emphasis on urgency. We need them to feel pressed by time and we need them to believe that we are willing to help.

The goal here is to get them thinking that they need specialized consultancy in order to recover the disadvantage. But since we promise them that we will provide further help for free, they are very unlikely to contact a different agency.

Mail Sequence #5: The closing phase

~After 48-72 hours~

Subject Line: I got some good news

Alternative: You need to pick up the pace

Body:

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

I hope you didn't think I forgot about you. I was very busy with work at **[Your Agency]**, so I haven't had the time to get in touch with you.

But enough excuses. I bring good news.

I tried some off-site optimization strategies and your metrics have slightly improved. You are still ranked under your local competitors for **[business niche in the local area]**, but this just goes to show that it's entirely possible to take their spots if you're willing to work for it.

The way I see it, you have a real opportunity to secure those top ranking spots. I am willing to help, but there is only so much I can do from in this current situation.

In order to get to the top spots quick, you'll need ChatBot that will keep your visitors interested.

See, this is the new how thing in digital marketing. This groundbreaking technology will substitute a real support person and tend to each and every user that lands on your business URL.

70% of the gigs I get nowadays (from local Businesses) are ChatBot installations. I can potentially train you on how to install one, but I can't prioritize you over my paying clients.

You need to find someone capable of installing and configuring a ChatBot for your business website. Maybe you already know a marketing expert that can do this for you - if not, you can easily look for help online.

Or, there's option B, where you come to **[Your Agency]** as a client. Heck, I will even put you straight into our loyalty programme which will save you close to **40%** on a monthly basis. And this is not only because I find this case interesting, but because I've come to respect your local business.

If we shake hands, I will personally install and configure the ChatBot for your business niche. I guarantee that your bounce rate will go down exponentially (if not, you'll get your money back)!

I don't want you to feel pressured or anything like that. Take the time to analyze the situation before you make a decision.

Just in case you're considering option B, here's a portfolio of recent work that I've done for my clients:

[Your portfolio of work]

As you can see, we only take up clients that we can truly help succeed, and every expense is accounted for. In your case, the cost will be even lower because I will squeeze you directly into our loyalty programme.

We proud ourselves on quality and make it a priority to be proactive when it comes to helping clients maintain the top local ranking spots.

Regardless of the decision you make, let me know by replying to this mail or by reaching me at this number: **[Your Contact Number]**.

Let's set up a meeting and set this plan in motion!

I hope to hear from you soon,

[Your Name]

[Your Contact Number]

[Your Business Website]

Explainer

We begin this closing email by displaying genuine interest in the prospect's situation. Because we took the prospect to a long journey of ups & downs, we no longer need to go for a hard sell - we already established trust by providing value for free twice.

Notice how we even give him the option of looking for someone capable of installing a ChatBot for them. We can afford that, and we score even more points in the goodwill factor scale.

The prospect will not start with another agency from scratch, because the email sequence shaped you into looking like an expert that has their best interest in mind (which is very hard to find).

After you send this email, your agency appears to hold the answer to their ranking problem. If you get a reply to this last mail, I can guarantee you that the client is as good as closed.

THANK YOU!