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GMB Optimization Services for Local Businesses - Email Sequence

This guide is a private material created exclusively for our audience. It's **FREE** for you, but please **don't share it with anyone else.**



Hey there!

There's a lot of money to be made by offering GMB (Google My Business) Optimization / Creation / Managing Services.

Right now, there are thousands of small agencies and consultants below your level of expertise that are banking **BIG** by helping small & medium businesses to stay on top of their GMB listing.

I'm going to let you in on a little secret... GMB Optimization is **NOT** rocket science. Anyone can do it!

In fact, we recently created a **complete GMB Optimization guide** that has already helped dozens of SEO consultants to add a new item on their service list.

Although we got great feedback on it, some of the test subjects were unsure on how to pitch this kind of service to their clients.

Because we always listen to the feedback that you guys provide, we created a GMB Optimization email sequence that will help you close cold clients by using a low-key marketing strategy commonly referred to as **The Soap Opera Email Sequence.**

This email sequence is designed to help you establish yourself as a quality GMB consultant while taking the cold client through a smooth journey that will make it seem like your services are a no-brainer to their business.

Each swipe is equally important and should **NOT** be skipped. The email structure that you'll see below is heavily reliant on the **RIA (Results in Advance)** method, which is the best strategy (to date) when you need to close cold clients.

Because we are always looking for ways to educate our audience, we also included an **Explainer** section on each swipe. This is where you can see the reasons behind using certain terms, phrases and call to actions.

Mail Sequence #1: Establishing a connection

Subject Line: Can you help me find your GMB listing?

Alternative:[Business Name] I'm unable to find you on Google My Business. Why?

Body:

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

A close friend of mine is in the market for a **[business product/service]**, so he asked me to do a little research for **[business niche + in + location (ex: gardening services in Colorado Springs)]**.

I earn a living by searching stuff on the internet (well, sort of..), so I got online and started scouting for the best alternatives.

I got to be honest with you... If I wouldn't have stumbled upon a **[business niche]** forum filled with people talking about your business, I would have completely missed you guys.

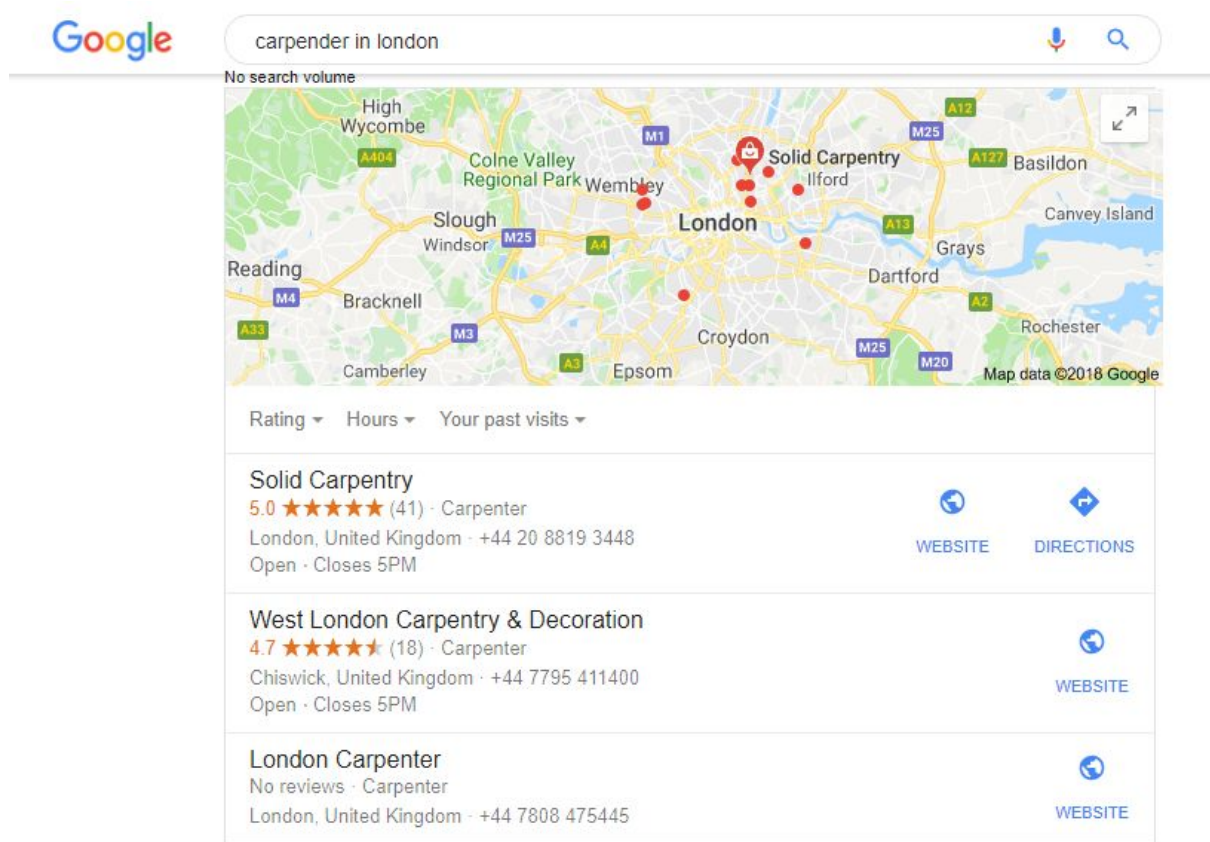
Truth be told, you are pretty low-key for a business that is clearly among the best in **[business area]** (according to the local customers, at least). So why is that?

In the forum thread I read, people were saying some pretty mean things about your local competitors. Nothing bad about you though...

But yet your competitors are all ranking about you in the **Top Local Google Pack** and your listing is nowhere to be seen...

I'm no expert in **[business niche]**, but based on my research, I don't think that any of these listings deserve a top spot at the expense of your business:

[List of local competitors featured in Google's Top Local Pack] - Here's an example below:



******Example Screenshot- Replace with your own******

In any case, would you be kind to send me a link with your **Google My Business (GMB)** listing?

I plan on forwarding it to my friend along with my personal recommendation. I'm always glad to help local businesses when I feel like they deserve it.

Good job!

Looking forward to hearing back from you,
[Your Name]

PS: You really should do something to make your GMB more visible.

Explainer

This first email should only serve as an **icebreaker** (nothing more). The only goal here is to **establish a friendly connection** by addressing a legitimate question without making it seem like we're preparing to drop a sales pitch.

This approach will gradually lower the prospect guard down, enabling you to offer your services when the time is right.

We **casually mentioned the local competitors** just to make them (the business owner) aware that they are outranking his business. This is one of the most effective strategies to ensure that you get their attention from the get-go.

Because we have **praised the establishment and we asked a legitimate question** (without pitching anything), the business owner will have very few reasons not to respond to this email.

After all, we are practically serving them a new client. All they have to do is provide us with the GMB listing link. And that brings us over to the next sequence...

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 my previous email?

Alternative:[Business Name] You're kicking clients out the door...

Body:

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

Did you receive the email I sent yesterday?

I haven't heard back from you, so I assumed you were too busy to notice it...

I'm practically directing a new client your way, all you have to do is send me the GMB listing of your business.

If you don't know what I'm talking about, read my first email...You'll understand.

In the event that you haven't received my first email, please tell me via the **Reply** button and I'll send it again (I don't want to spam your Inbox).

Get back to me when you see this,

[Your Name]

Explainer

This second swipe is short because it's only designed to prompt a response. During this stage, we're only **trying to get the prospect engaged**.

Notice how we didn't attach the first email to this message - It's because we want to do two things:

- Encourage the prospects to respond to our email by replying.
- Force any prospects that haven't opened our first email to do so.

Mail Sequence #3: Pointing out some problems

~After prospect has replied with the GMB listing link~

Subject Line: Your GMB is not what I expected...

Alternative: That's why your local competitors are ahead...

Body:

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

Thanks for replying to my email.

I have forwarded your GMB listing to my friend and I told him you were his best option.

He was a little reluctant after seeing your GMB listing (he asked me if I was sure about this) but I eventually convinced him to go with your business (after I've

shown him what other people are saying about you). He should get in touch with you guys in a couple of days.

However, my conversation with him got me thinking about your GMB listing... It seems like both Google and your potential customers are not impressed by it.

I think I've mentioned in my first email that I make a living by surfing the internet (or something like that)... Well, I'm actually an SEO consultant at **[Your Agency]**.

Most of the clients in my current portfolio are small & medium businesses that understood the need to be visible in the search engines rankings - the GMB listing is a very important part of this...

Having a well-optimized GMB listing is arguably more important than any other SEO strategy.

Actually, let's backtrack a bit so that you understand how your GMB listing actually helps you convert potential clients...

Let's say that someone is using Google to search for "**[prospect's business niche + location]**". Now, unless your GMB profile is optimized enough, it won't appear in the **Top Local 3-Pack** that Google features with every business related search.

This means that potential customers that are searching for your [products/services] in your area will never discover you because your GMB listing is all but invisible.

Here's the current situation:

[Screenshot with Google's Top Local Pack]

See this screenshot? You should be on the top of this list, not under it!

The thing is, once this Local Pack gets stabilized, it's very hard to break it (I speak from my experience). This is why you need to act fast and optimize your GMB listing as soon as possible.

The good news is that I see some fluctuations on some variations of the keyword that I targeted - this is typically a sign that there's still time to adjust.

I don't know why, but I feel the need to help you... Maybe it's because I've seen what your customers say about you and I feel like you are severely under-ranked.

I tell you what... I'm going to take a look at your GMB listing as soon as I finish a meeting with one of my local clients.

I hope I'll be able to figure out exactly what you need to optimize on your GMB listing and I will let you know as soon as possible.

Look for my email in the days to come,

[Your Name]

[Your Business Website]

PS: I've just realized that this last part sounds like a sales pitch, but it really isn't. I'm going to provide this insight for **FREE**. No strings attached whatsoever! It feels like the right thing to do...

Explainer

This intermediary stage is about **building momentum towards the closing moment**. The subject line is very important here because we really need the prospect to open it.

After mentioning that we directed a potential customer their way, we mentioned that their GMB listing is looked down upon by both Google and "our friend". This part is used to **make them aware of their problem** and get them to think that they need to fix it.

We played the local competitors card again simply because it's one of the most effective strategies to get the prospect ready for the closing stage.

After showing him (the prospect) the current status of the **Local Pack**, we **add to the needed urgency** by suggesting that they need to act fast if they don't want to lose the battle with their local competitors.

In this last part, we play the "friendly stranger" card by offering to provide them with some professional optimizing GMB advice for free.

After reading this email, the prospect will be aware that they have a problem with their GMB listing that needs an urgent fix. But they won't enlist any help yet because you've promised them value for free - **RIA (Results in Advance)** method.

Mail Sequence #4: Giving partial solutions

~After 24/48 hours~

Subject Line: Customized GMB optimization tips for [Business Name]

Alternative: Here's how to make your GMB listing better

Body:

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

I hope I didn't take too long.

I was finally able to take a closer look at your GMB profile. I've also used our in-house analyzing tool to inspect your Google My business profile.

The results are, well... Not great...

There are a lot of minor tweaks that you could do, but I've tried to focus on the aspects that really need to improve (ASAP).

GMB Optimization tips for **[Business Name]**:

1. Optimize your business hours

I haven't actually stepped foot in your establishment, but it seems like the business hours specified in your profile are either incomplete or straight up wrong (some of your customers are complaining about it).

Keep in mind that you need to set the hours in exact accordance with how your business operates. I've had many clients that came to us after being negatively reviewed by customers because their business hours were incorrect.

2. Tweaking the Description

Another thing I noticed straight from the get-go is that your business description is poorly written. Keep in mind that a description is not only about letting people know about what your business does - it's also about **helping Google to place your business into the appropriate search**

bracket.

Your business description needs to include a few keywords related to your business niche. But you need to do it naturally, without making the whole thing seem forced (no keyword stuffing). Another good strategy is to include some regional keywords to make the location seem more obvious.

3. Adding rich media

See, the whole world is moving towards visual content - You need to jump on this trend wagon. We have access to premium case studies, and it has been shown that businesses which include photos and videos in their GMB listing receive an average of 42 percent more request for driving directions in Google Maps. Another study shows that listings that include rich media have a 35% increase in the number of click-throughs.

With this in mind, include as many pictures as possible in your GMB listing. Every rich media counts! If you have a presentation video, you can also upload that to your GMB listing.

These are just 3-key areas that you need to optimize if you want your GMB profile to be more visible in Google search. Of course, there are other factors that I've not mentioned in this report (I'm very busy right now!).

In any case, use this insight to optimize your GMB listing. I hope I'll remember to keep an eye on your metrics to see if they improve.

If you have any questions, feel free to ask!

Have a great day,

[Your Name]

[Your Business Website]

Explainer

This 4th swipe is all about **showing the prospect how valuable our expertise really is**. We've provided some legitimate insight, but we didn't show any specific steps - they still need someone to put this advice into practice.

All this free value that we provided during this 4th swipe will come in handy in the next email because we already established trust.

Notice how we casually mentioned that there are a lot of other things that weren't mentioned in our report - this serves the purpose of **letting them know that we can still provide value.**

Once the prospect reads this email, the doors are wide open for the closing stage...

Mail Sequence #5: The closing phase

~After 48-72 hours~

Subject Line: Did you start optimizing your GMB listing?

Alternative: I hope you didn't ignore my report...

Body:

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

I just remembered about your GMB listing this morning when I got into my office, so I decided to run another analysis on it.

As it turns out, you have climbed a position or two in the local listings, but I'm not sure if this is the result of your optimization attempts or is something that our tool did (I did some white-hat SEO on your GMB listing).

In any case, your ranking spot is nowhere near where it needs to be... If you don't want your local competitors to make the **Local Top** spots their own, you need to come up with a consistent SEO strategy.

Based on my experience, the best way to ensure that the GMB listing is where it needs to be is to deploy a SEO strategy that will boost your brand recognition on Google.

This is quite a lengthy process that requires daily adjustments (there are several technical aspects involved). If you are interested, we can set up a meeting and I'll tell you how to do it yourself (for **FREE**).

But be advised - you'll need to hire additional manpower capable of designing and maintaining your SEO campaign. Even more, you need someone that knows how to tailor the GMB listing in accordance to how the rest of your business niche is doing it.

If you know a SEO consultant that can help you with this, show them this email (and my previous ones). They should steer him in the right direction.

Or better yet, swing by my office or get in touch with me by hitting reply and let's discuss the possibility of putting your business on a **Premium Voice SEO** plan tailored around your GMB listing.

I'm not 100% sure, but I think I can squeeze you on our loyalty programme which will **save you up to 40% on a monthly basis**.

Contact me if you're interested,

[Your Name]

[Your Business Website]

[Your Contact Number]

Explainer

We begin this last swipe by **portraying genuine interest in how the situation has developed**. We no longer need to go for a hard sell because we just took them through a 4 swipe sequence specifically designed to establish trust.

We use this last email to plant the idea that your SEO agency is the required know-how capable of optimizing their GMB listing and improving their overall search rankings. All you have to do now is sit back, relax, and let the prospect close itself by replying to this last swipe.

THANK YOU & Prospect Closing!