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PRESENTS

ULTIMATE EMAIL SEQUENCE

TO SELL REPUTATION
MANAGEMENT SERVICES

REVIEWIFY³⁶⁰
★★★★★

ULTIMATE EMAIL SEQUENCE

**Hey there!**

We know that a lot of you aim to make a living out of delivering **Reputation Management services** to your clients, so we decided to create a soundproof email sequence that will help you close more clients by offering them website services.

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 **reputation management 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], You're in dire need of REP Management...

**Alternative:** You should start doing something about those reviews...

**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).

I've found your website and a few listings in local directories and I could see that you've made some clients very happy.

But then, I've stumbled upon some negative reviews about your business and my whole perspective kind of changed...

On one side, I know that you provide good services since I could tell that genuine people were saying good things about your establishment.

But on the other, I could not comprehend why a business as serious as yours as such discrepancies when it comes to **reputation management**.

If you didn't know,

And as far as I could tell, the fact that you're not dominating the local search results is a direct consequence on the fact that your business is doing a poor job in handling negative reviews.

Even though your business is well recognized in **[Business location]**, you're not converting nearly as well as you should in organic search. This is bad for business because I noticed how your local competitors are being featured in Google's local 3-pack 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 Local 3-Pack]**

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 website is 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 a a non-existent reputation management campaign can contribute to a business downfall...

I spent some time analyzing your metrics, but I eventually understood the problems leading to this poor rank - It's your reviews.

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 sending the wrong signals** from the way you're dealing with the reviews that you receive.

You should be actively looking for ways to manage the online reputation of your business. Doing this the right way will ultimately help you establish yourself as a dominating presence in your business niche. Not to mention that all SERPs love to feature businesses that know how to maintain themselves online.

I made a list of weak points that you can use to improve your reputation management game. 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 dominating the local landscape and driving more sales.

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 doing any reputation management? 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 provide value 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:** Reputation Management Tips (Custom Made for [Business Name])
**Alternative:** Custom Reputation Management Tips for Your Business

## 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 deal with the reviews that you receive online. Do this by the book and you'll eventually notice how the SERPs embrace your business and start including it in the top pack.

But before we get to the actual tips, I should let you know that your overall rating in most local directories is quite small.

With a number this small, you can expect your **conversion rate to drop by as much as 25%**. This happens because the average modern consumer will always pick a business that is rated higher on the local directories over one with little or negative reviews (even when it comes as a personal recommendation).

Because I don't want your business to be the one that's losing customers online (you should be gaining them, I have compiled 5 things tips for a better reputation management campaign:

- **Keep your content fresh -** Before beginning the real legwork, take stock of what's out there about you. Google your full name and peruse the first five

pages. Take in all relevant information about you. Bookmark the negative, neutral and dated content, as well as anything positive that's mixed in.

- **Admit mistakes and commit to fixing them** - In many cases, people like to give second chances; this means you can redeem yourself. Be frank about the mistake, even if you don't go into detail. Apologize, and describe the steps you are taking to fix it. Digging in and denying the problem won't help–it will only make things worse. You can overcome a poor online reputation, but you need to start by projecting openness and regret to win back trust.
- **Keep bonding with your audience** - Online reputation management has a lot to do with how many people actually believe what is being said about you. Create a brand that people love, and you'll weather most storms. Reach out to your fans and let them do the fighting for you. You might be surprised at how you can better manage your reputation when others feel connected to you and feel the need to defend you.
- **Claim Your Space** - Claiming your space online is the equivalent to protecting your home with sandbags against a potential flood. Each profile and domain name you own in your name can buffer against negative results, eventually bumping them off the first page, which is where most people's searches stop. Buy domain names associated with your name and business and anything directly related to you. Don't go crazy with .com purchases, but think ahead and secure anything that you don't want someone else to have control over.
- **Avoid Emotional Behavior** -  Replying to false or negative comments online, displaying negative emotional behavior through your regular content creation and otherwise allowing your feelings to break your brand isn't going to help improve your online reputation, it will only help to damage it. Never reply to anything in the heat of the moment. Take a few deep breaths, go for a walk, shut the computer down and come back to the comments when you are more level-headed to explain your perspective while always maintaining a cool, calm, and respectful online persona.

**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 website visibility.

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 online reputation exponentially.

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 website visibility 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 working on your online reputation?

## Body:

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

I haven't heard back from you. Yesterday I sent you an email with custom tips explaining some factors that you need to take into account when working on your online reputation.

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 why your competition is ahead...

**Alternative:** Your local competition is rough...

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

I hope you and your business are doing well.

Have you started working on improving your online reputation? I really believe the tips I previously sent you will elevate your conversion rate when people are 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 reputation management 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 doing reputation management. With impressive results:

**[List of local competitors that are doing reputation management]**

I'm not trying to alarm you or anything, but I'm not sure that you understand how old important this practice is in the online world..

Believe me, I've seen this happen countless times before - small business owners that ignore review mitigation until their business reputation was tarnished forever.

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 making the necessary changes to get your website up to date.

In the meantime, I will keep tabs on your competitor's metrics as well as on your business to see how things developed.

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 reputation management.

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 reputation management 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. And bad...
**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 reputation management strategies and your metrics have slightly improved. Your review score is still 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 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 to scale your optimization process to a full-blown reputation management campaigns.

Only by doing this consistently you can hope to get your reviews to the level of your competitors.

To tell you the truth, 70% of the gigs I get nowadays (from local Businesses) have to do with reputation management. I can potentially train you on how to do this, but I can't prioritize you over my paying clients.

You need to find someone capable of handling a reputation management campaign for your business. 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 take over all online reputation management chores for your business. I guarantee that you'll start seeing higher conversion rates in a matter of weeks (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 doing reputation management 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!**