

# The Ultimate Email Sequence that Sells Video Services to Clients

We know that a lot of you make a living out of **delivering video services to your clients**, so we decided to create a soundproof email sequence that will help you close more clients by offering them video marketing 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 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 videos are not ranking. Why?

**Alternative:** I can't find any videos with [Business Name]

### 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 have to admit, I was not impressed with your store listing, but people were saying good things about your establishment in the review section, so I decided to do some more research.

Naturally, I wanted to know more about your product and services, so I started looking for videos that would help me get a clearer picture. Unfortunately, the only video search results I got from Google were from your local competition:

### **[Screenshot with Local competitors ranking videos 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 video 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 a 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 - as soon as I started to look into the tags, titles and the descriptions of your videos.

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 videos that you put out.**

I made a list of weak points that you can improve on to boost the rank of your videos. If you're interested, hit me up with a reply and I'll send you an explanatory video as soon as possible.

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 video 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 the video! We are just testing a new tool, so I'll be more than willing to create a custom video focused on your particular problems and send it to you for **FREE.**

Take it 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 want the video and I'll send it 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. Keep in mind that even if this video does not 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: Sending the Custom video**

~After the prospect replies to Mail Sequence #1~

**Subject Line:** Here's the video I promised!

**Alternative:** Custom Video with video ranking problems for  
[Business name]

### **Body:**

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

I was very glad to see you receptive to our little experiment. Thanks for replying to my email!

As promised, I have attached a custom video (in this email) that goes over some of the problems that are preventing your videos from ranking properly.

**Watch it carefully and tell me what you think.** I tried to make it as easy-to-understand as possible. I hope it will help you to make the necessary adjustments in order to improve the ranking of your videos.

All I ask is that you hit the **Reply** button and let me know that you received it, so I know you got it.

Have a great day,

**[Your Name]**

**[Your Agency Website]**

**[Attached custom video with video ranking problems]**

**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 video is tailored specifically to tackle their issues. We also encourage the prospect to use this video to make the necessary adjustments - this helps with solidifying the idea that we provided **FREE** value.

## **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 video?

**Alternative:** Have you watched the video I sent?

**Body:**

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

I haven't heard back from you. Yesterday I sent you an email with a custom video explaining some video ranking problems I have managed to identify.

Did you get a chance to watch 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 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 video 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: Identifying additional problems

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

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

**Subject Line:** I got some bad news...

**Alternative:** You need to see this ASAP [Business Name]!!!

### Body:

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

I hope you and your business are doing well.

Have you started working on improving your video marketing campaign? I really believe the custom video I sent will help you position your videos 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 running solid video marketing campaigns.

The metrics never lie, so I'm 100% positive that the local competitors listed below are using video marketing effectively to lure in local clients:

## **[List of local competitors that are using video marketing]**

I'm not trying to alarm you or anything, but I'm not sure that you understand the **importance of video for small to medium businesses.**

Believe me, I've seen this happen countless times before - small business owners that ignore video marketing entirely 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! Watch the video that I previously sent again to identify your weaknesses and start optimizing.

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 video marketing effectively.

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: Boosting the Good Will Factor

~After 24/48 hours~

**Subject Line:** Video marketing tips for [business name]

**Alternative:** Here's your custom list with video marketing tips

### Body:

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

Have you started working on the video marketing campaign for your business?

I know I did!

As promised, I've put together a list of video marketing tips that you can apply to your business in order to make yourself a lot more visible in the local search results.

Keep in mind are tailored specifically for your business, so do us both a favor and apply them as soon as possible.

### Video Marketing tips for [Prospect business]

#### 1. **Target your specific audience persona**

One of the first things I noticed is that you do not have a clearly defined **target demographic**. You need to make it a priority to focus your videos on the people that you want to reach. Even more, you should adapt your videos to the type of content that they are most receptive to.

A quick way to discover what your audience persona looks like is to analyze your previous interactions with past clients and see what kind of actions made them engage with your business the most. When you find common ground, focus on it - and that's where your videos should be focusing on too.

#### 2. **Outsource the stuff that you don't do well**

Another thing I noticed is that some video and audio elements that your videos include are clearly lacking quality (no offense). I don't know if you do



them completely in-house or you employ an external team, but you can really use some additional help.

Keep in mind that production costs have gone down significantly, so it's entirely affordable to outsource some video production chores to freelancers. I can help you with this.

### **3. Choose the right distribution channels**

Based on your audience persona, I'm not happy with the distribution channels that you currently use. The goal is to build a linking system capable of pushing your content out to your target demographic. And you're not doing that (at all).

See, each social media platform has its own target demographic, and knowing their specifics will allow you to pour your resources where they need to be. Oh and one more thing - when you release video content on multiple platforms, make sure you adapt them according to the guidelines for each of them.

These are just 3 aspects that you need to sort out ASAP if you want to maintain a good video marketing campaign. There is much more that you can do, but just focusing on these 3 points should be enough to get you started.

Let me know if you have any questions. I will respond as soon as possible. I hope you take this seriously and start optimizing because we need to act fast.

I will try some off-site video SEO tactics to see if I manage to improve your rankings. I will also keep an eye out to see if any of your videos start to rank higher.

I'll contact you when I have news,

**[Your Name]**

**[Your Business Website]**

## **Explainer**

With this 5th swipe, we are giving the prospect a sneak peek to the kind of services that we can provide. We boost the **Good Will Factor** again by jumping to the rescue yet again with Free value.

Notice how we mention that there are a lot of other optimization steps that they can apply. This outputs the idea that we still have a lot of value left to provide for them.

By now, we already provided value twice (sequence 2 and sequence 5), which is more than enough to establish trust. When you got this far with a client, you can assume that he is wide open for the closing stage.

## Mail Sequence #6: 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 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, you'll need a soundproof video marketing plan and a flawless execution.

I have the details sketched out in my head, but a lot of people are relying on me to manage their video marketing campaigns. I can't prioritize you over my paying clients.

This is not easy for me, but you need to find yourself a video marketing expert capable of helping you get to the top local spots. Maybe you already know one in your local area - if not, you can easily look for a reliable agency online.

Or, there's option B, where to 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, it's also because i've come to respect your local business.

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.

As you can probably see, 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 a video marketing expert. We can afford that, and we score even more points in the good will factor scale.

The prospect will not start with another agency from scratch, because the email sequence shaped you into looking like an video 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 video 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!**