



Ultimate Email Sequence that Sells Mobile Apps to Clients

Hey there!

We're noticing how a lot of digital agencies are pivoting towards offering mobile app services to LOCAL clients, so we decided to create a soundproof email sequence that will help you close more clients by **offering to build them a mobile app.**

What you'll see below is a collection of swipes arranged in what we call 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.

IMPORTANT: 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 - an explanation detailing the reasons behind certain phrases, structure decisions, and call to action schemas.

Mail Sequence #1: Establishing a connection

Subject Line: [Business Name], I can't find you on the App Store...

Body:

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

I just pulled my iPhone to see if you have a listing present on the App Store, but I can't find anything...

Am I looking for the wrong name or you really don't have an iOS or Android app for your business?

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)]**.

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.

I wanted to know if you're using the mobile ecosystem, so I started researching to see if you have mobile apps for Android and iOS.

I'd have you know that a lot of LOCAL businesses are starting to launch their own mobile app.

It encourages a more direct communication method with your clients and it's a huge difference-maker if you use it to implement a loyalty program.

It's not my intention to get you worked up or anything, but I really think you're missing out on this mobile trend, while your competitors aren't.

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 the owner of **[Your Agency Name]**.

We specialize in helping LOCAL businesses generate more sales using emerging technologies.

Lately, we've found a lot of success by ensuring that the businesses that we're helping have a presence on Google Play Store (Android) and Google App Store (Apple).

In some cases, we're seeing an increase of 75% in sales after releasing and advertising apps where their customers can easily take advantage of the products or services of our clients.

If you're interested to know more, get back to me.

I can share several science-backed reasons why your business will hugely benefit from a mobile app.

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 WHY You NEED a Mobile App (Case Study Inside) Optimization)

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 reasons why your business will benefit from developing mobile apps version for Android and iOS:

1. Direct Communication and Engagement with Clients and Customers

One reason why your business needs an App is to improve direct communication with clients and customers.

The information gathered from customers using these Apps is invaluable for any business, with shopping behaviour and buyer personas being readily available to help enhance marketing strategies.

2. Improve Customer Engagement

Customers often communicate wanting to know the answer to a question regarding your service or their order. Or they want to complain.

Mobile App design and development makes both these processes much easier for everyone; with the idea being that the quicker a customer can communicate their concerns and receive a response, the less likely they are to leave a bad review.

3. Increase Brand Awareness

A mobile app is an extension of your brand and therefore is a chance for you to remain true to branding while being able to explore how it can be presented on a completely different digital platform; perhaps in a completely new and innovative way.

Developing a mobile App for business allows you the opportunity to reach potential new audiences.

4. Create a Useful Marketing Channel

Custom App development also allows notifications and information to be sent to customers in an instant.

If this information is useful and relevant to them, for example, containing information regarding exclusive deals and offers, it can help you make loyal customers who value using the App.

5. Create an Effective Loyalty Programme

Suppose your company has a loyalty program or is considering introducing one as a way of encouraging sales. In that case, a digitalized loyalty scheme via a mobile App is an effective method for building and creating a community of customers.

Once customers are rewarded for their spending, they are much more likely to come back. A mobile App makes it a much easier and quicker process for them to do just that.

6. Get Ahead of Your Competition

One of the important benefits of mobile apps for business use is that it will make you truly stand out from the competition.

Apps are very relevant in modern technology today, and using them for business is quickly becoming a trend. Still, it hasn't quite taken off across the entire board yet, allowing you to get the edge over any competition.

And do let me know if you have any questions.

Have a great day,

[Your Name]

[Your Agency Website]

P.S.: If you're interested, I can also tell you more about what my agency can do for you in order to take advantage of this technology.

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 can be the ones to solve this problem for them. 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 previous email?

Body:

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

I haven't heard back from you. Yesterday I sent you an email with custom reasons on why your business will benefit from a mobile app.

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 resend 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 to Crush Your Competition...

Body:

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

I hope you and your business are doing well.

Have you considered launching an application for **[Business Name]**?

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]** on the Android Play Store on the Apple's App Store.

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 thinking about implementing a mobile app for their business.

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 Mobile Apps]

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.

If you want any help, let me know and we can set up a LIVE meeting. Writing this stuff is kind of hard.

Regards,

[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 mobile apps.

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.

The way I see it, you have a real opportunity to secure those top-ranking spots in the Android and iOS mobile store if you use the right keywords.

I am willing to help, but there is only so much I can do in this current situation.

You need to find someone capable of developing an application for your business

Or, there's option B, where you come to **[Your Agency]** as a client.

Heck, I will even put you straight into our loyalty program which will save you close to **40%** from the final project price since I'm already invested in making your business succeed.

If we shake hands, we will handle the development and publishing of your mobile apps (according to your preferences) on both Android and iOS.

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 program.

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 building a mobile app 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!