EMAIL #1 – THE WHY

SUBJECT: Are IT issues still slowing down your profits?

Dear FirstName,

I know you’re busy. So I’ll get right to the point.

See if any of these ring true…

• Your company’s IT issues are robbing your precious time.

• You want to upgrade your XXXX system, but you’re overwhelmed by all the choices.

• You want to make sure you never lose XXXX data again.

• You have a looming XXXXXXXX project to implement. (And it’s been looming for months!)

If you’re nodding your head even a little bit – then we need to talk. Here’s why:

You’re a business owner. And things are changing fast.

In order to stay competitive and productive, you must have trusted tech expertise from someone who gets it. Who understands your specific needs. And I bet you don’t have time or energy to wade through lots of geek-speak that leaves you in a fog of confusion. (Just a guess.)

Well, then, let me introduce myself.

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. My company is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I work with a small, select group of businesses just like yours. They trust us with their lives.

Why is that?

Well, first, we speak your language.

My team and I can explain IT concepts so you clearly understand the problems and the solutions.

Second, I’m a business owner myself.

I have an intimate understanding of the challenges you face daily. Which means I can better help you navigate through the IT problems you face.

Third, I hand-select and oversee my team. This ensures that they not only have outstanding technical abilities but also have excellent communication skills.

And most important…

We’re not one of those “pop up” shops. We’ve been in business since 1994.

Here’s why I'm writing now:

One of the businesses we’ve been serving for years has sold. Which means we’re about to open up the space to take on two new clients. (Like I said, we work with only a small select group of businesses…we’re a premium, high-touch, highly accessible team.)

So, it’s a perfect opportunity for us to talk. I could even give you a free XXXXXXXX Assessment so you have a clear vision of the solutions that can help you immediately. Just an idea.

Hit reply and let me know a good time for me to call you.

Either way, I’ll try you Thursday morning to discuss how I can help. (Of course, feel free to call me now at NUMBER.)

Looking forward to making your life a lot easier.

Best,

Jim