

# LeadEngage

Below you'll find simple messaging to use in conversation with prospects, and segmented messaging to use when sending cold email campaigns. Remember the framework for email we follow is:

- 1-The problem you noticed
  - 2-The impact of the problem
  - 3-How you help solve the problem
  - 4-CTA to talk and/or send demo
- 

## ➤ SUBJECT LINES

- Generating more leads
- Generating more leads from your website
- Sending you more leads
- Quick question
- Quick question about your website
- Do you text your customers?
- Couldn't reach you via text

## ➤ I NOTICED (the problem)

- I noticed you don't have a way to instantly turn website visitors into leads.
- I noticed you don't have a quick & easy way for your website visitors to contact you.
- I noticed you don't have a way for your website visitors to text your business.
- I noticed you don't have a way to quickly text message your website visitors.
- I noticed you don't have a way for potential customers to text you.
- I noticed you don't have a way to talk to website visitors the #1 way they prefer- Text messaging.
- I noticed you're running a Google ad [LINK], but you're not maximizing the opportunity to generate more leads from your site.
- I noticed you're running a Google ad [LINK], but your site doesn't have the quickest way to capture leads
- 

## ➤ WITHOUT SCRIPTS (the impact of the problem)

- Without a way for people to text you, you're missing out on generating more leads and customers because the majority of people want to text with businesses (over 71%).
- Without a way for potential customers to quickly and easily talk with you, you could be missing out on generating more customers.
- Since over 71% of people prefer texting, without a way to text, you're missing out on leads that could turn into sales
- Without a way for people to text you, you're missing out on generating more leads and customers because majority people prefer text as the primary source of communication (over 71%)
- Without a way for people to text you, you're missing out on generating more leads and customers because text is the #1 preferred method of communication.
- 
- HOW WE HELP (your solution)
  - We help you turn website visitors into hot leads by installing a simple widget on your website that allows you to text back & forth with potential customers (without giving away your personal cell).
  - We help you sell more of your services faster by allowing your website visitors to text you
  - We help you talk to potential customers faster (via text message), so you can sell more of your products & services.
  - We help you generate more leads faster by giving your website visitors the ability to text you, so you can sell more of your products and services.
  - We help you sell more of your services faster, by turning your website visitors into hot leads. We do this by installing a simple widget on your website that allows you to text potential customers (without giving your personal mobile #).

## **SIMPLE MESSAGING TO TALK ABOUT YOUR SERVICE**

- GOOD QUESTIONS FOR PROSPECTING
  - [If they advertise] Would you like to generate more leads from the money in ads you're already spending?
- SIMPLE MESSAGING
  - We help you sell more of your services faster by communicating with the people that are most interested right now.
  - We help you talk to potential customers faster, so you can sell more of your products & services.
  - Connect with potential customers faster
  - We help you quickly communicate with only the people that want your products & services right now.
  - We help you quickly connect with interested customers so you can sell more of your products and services faster
  - We Make it easy for your website visitors to connect with you faster, so you can generate more leads.

- We help you turn website visitors into customers.
- We help you generate more leads so you can sell more of your services fast.
- we help you turn cold website visitors into hot leads you can follow up with instantly.