

Email audience

Titles: Owners, Co-Owner, Founders, CEO, President, General Manager

Industries: *Company Description Keyword:* Water Restoration; Water Damage

Company Revenue: \$500K-100M

Region: Nationwide *except* for zip codes provided to exclude

Intro 1 [Owners]

Subject Line: Connecting

{{first_name}},

Hearing “sh**ter’s full” is like music to our ears—after all, it’s events like this that get you the jobs you need. And, coincidentally, I’m here to get you even more of those.

We provide proven systems and tools to help independent restorers like you grow your water damage business. Based on the success of our own restoration company and hundreds of restorers nationwide, our team gives you access to marketing and operations systems, training, support, and a peer network purpose-built to provide restorers everything they need to enhance their company.

Ready to dominate the water damage business in your local market?

Thanks,
{{sender.first_name}}

Intro 2 [Owners]

Subject Line: Call soon?

{{first_name}},

Do you ever find yourself dreaming about extracting cat 3 sewage out of multiple houses in a week? Or is that something I shouldn’t ask until after our introductory call?

Jokes aside, I wanted to reach out to you about my company, [CLIENT COMPANY]. We provide the proven formula for growing a profitable water damage business—without franchising, programs, or expensive leads to buy.

You might be surprised at how much residential water damage work is needed in your area. Interested in learning more over a quick call?

Thanks,
{{sender.first_name}}

Follow-Up A [Owners] (5 Days, Re:)

{{first_name}},

We don't have to meet for coffee, and you don't have to hear about my weekend. All I'm suggesting is a quick call to discuss my company. Let me know if you'll have time early next week.

Thanks,
{{sender.first_name}}

Follow-Up B [Owners] (5 Days, Re:)

{{first_name}},

I'm the ghost of emails past. Were you interested in setting up a call to learn more about [CLIENT COMPANY]?

Thanks,
{{sender.first_name}}

Referral A [Owners] (5 Days, Re:)

{{first_name}},

Perhaps I'm digging in a dry well. If you're not the person I should be talking to about business growth, could you be my dowsing rod?

Thanks,
{{sender.first_name}}

Referral B [Owners] (5 Days, Re:)

{{first_name}},

Well, I've clearly made a strong impression (though maybe not the one I was hoping for). Any chance there's a different contact I should reach out to about how [CLIENT COMPANY] can get you the water damage jobs you're looking for?

Thanks,
{{sender.first_name}}

****NEW EMAIL THREAD****

Reintro 1 [Owners] (5 Days)

Subject Line: Reaching back out

{{first_name}},

"And why is the carpet all wet, Todddddd?"

National Lampoon quotes aside, I wanted to check back in and see if you'd given any more thought to [CLIENT COMPANY].

As a reminder, we can help provide you with the resources you need to expand your water damage business.

If you want to be the one clearing up all of those wet carpets, then we should definitely talk soon.

How about a quick call early next week?

Thanks,
{{sender.first_name}}

Reintro 2 [Owners] (5 Days)

Subject Line: Following back up

{{first_name}},

I'll admit, I've been winging it in my previous email approaches, but I'm going to try my hardest to get serious for a second and tell you a little more about my company.

At [CLIENT COMPANY], we practice what we preach: we actually use the techniques we teach others every day in our own non-franchised restoration company, Power Dry. Since 2005, [CLIENT COMPANY] has helped hundreds of other restorers:

- Become the preferred choice for water damage services in their area
- Boost profitability
- Hire and retain top talent
- Remain independent and build the company of their dreams

Interested in learning more over a quick call? Just a warning, but the jokes will probably come back for that.

Thanks,
{{sender.first_name}}

Follow-Up C [Owners] (5 Days, Re:)

{{first_name}},

I wouldn't follow up with you if I didn't strongly believe that [CLIENT COMPANY] can help you grow your water damage business.

Let me know if you want to jump on a call so I can walk you through what we do.

Thanks,
{{sender.first_name}}

Follow-Up D [Owners] (5 Days, Re:)

{{first_name}},

"I'll be back."

Excuse my Terminator reference, but I'm simply following up to see if you had any interest in [CLIENT COMPANY]. Does a quick discovery call {{weekdays_from_now 2}} work for your schedule?

Thanks,
{{sender.first_name}}

Break-Up A [Owners] (5 Days, Re:)

{{first_name}},

Wanted to check in one final time about my previous messages. Happy to connect down the road if you'd like to discuss how [CLIENT COMPANY] will get you more business in greater detail.

How does {{weekdays_from_now 3}} look for you?

Thanks,
{{sender.first_name}}

Break-Up B [Owners] (5 Days, Re:)

{{first_name}},

This is my final message, I promise. I appreciate you taking the time to read my messages regarding the expansion of your water damage business, but I understand if now's not the best time for us to connect.

I'm going to hold off on sending additional emails for a bit, but feel free to reach out when the timing is right for you.

Thanks,
{{sender.first_name}}