

EXAMPLE EMAIL TO SEND BUSINESS OWNER PROSPECTS

SINGLE EMAIL TO SEND VIDEO TO PROSPECT

Hello **{business owner's name}**

I'm **{your name}**.

I would like to extend an invitation to you for a free analysis to see if your company qualifies for a program that would take money that you are currently spending in labor costs, and redirects those dollars back to your bottom-line profits. This program is already being used by thousands of employers across the nation.

Of course, there is no obligation on your part because I am not sure yet if your company would meet the criteria. But I am 100% sure that you and I would be the two people most qualified to make that determination. Best of all, if you do meet the criteria, there's no requirement to add any expense to your company's budget.

I am including a short (4 minutes or so) video to give you some details. Please take a quick look. If, after seeing the video, you would like to know more, just hit reply and we will coordinate our calendars.

{your name}

Click link to watch video: <https://jeffcwest.wistia.com/medias/mi9ypluufz>