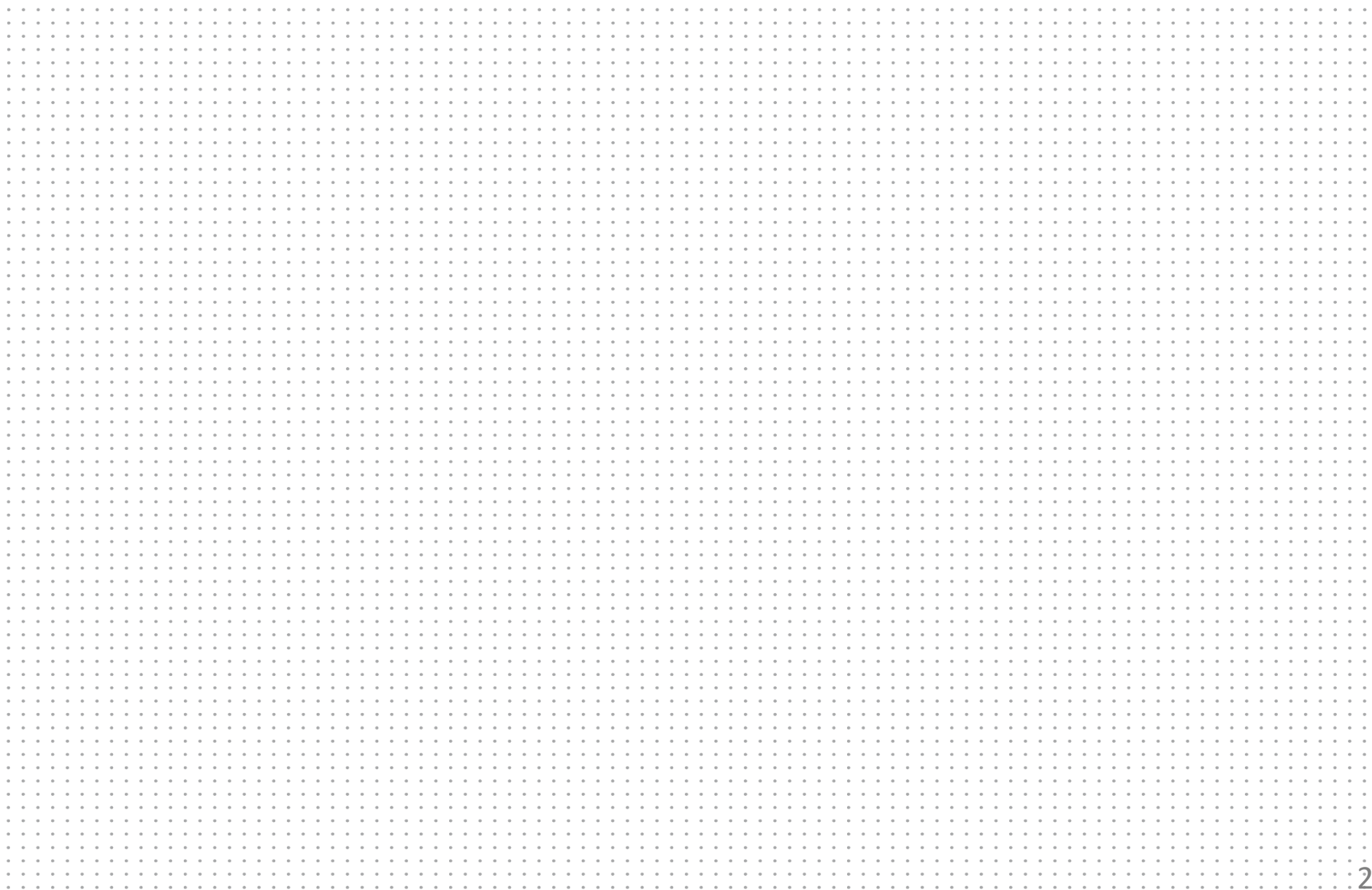


THE EMAIL ACCELERATOR™

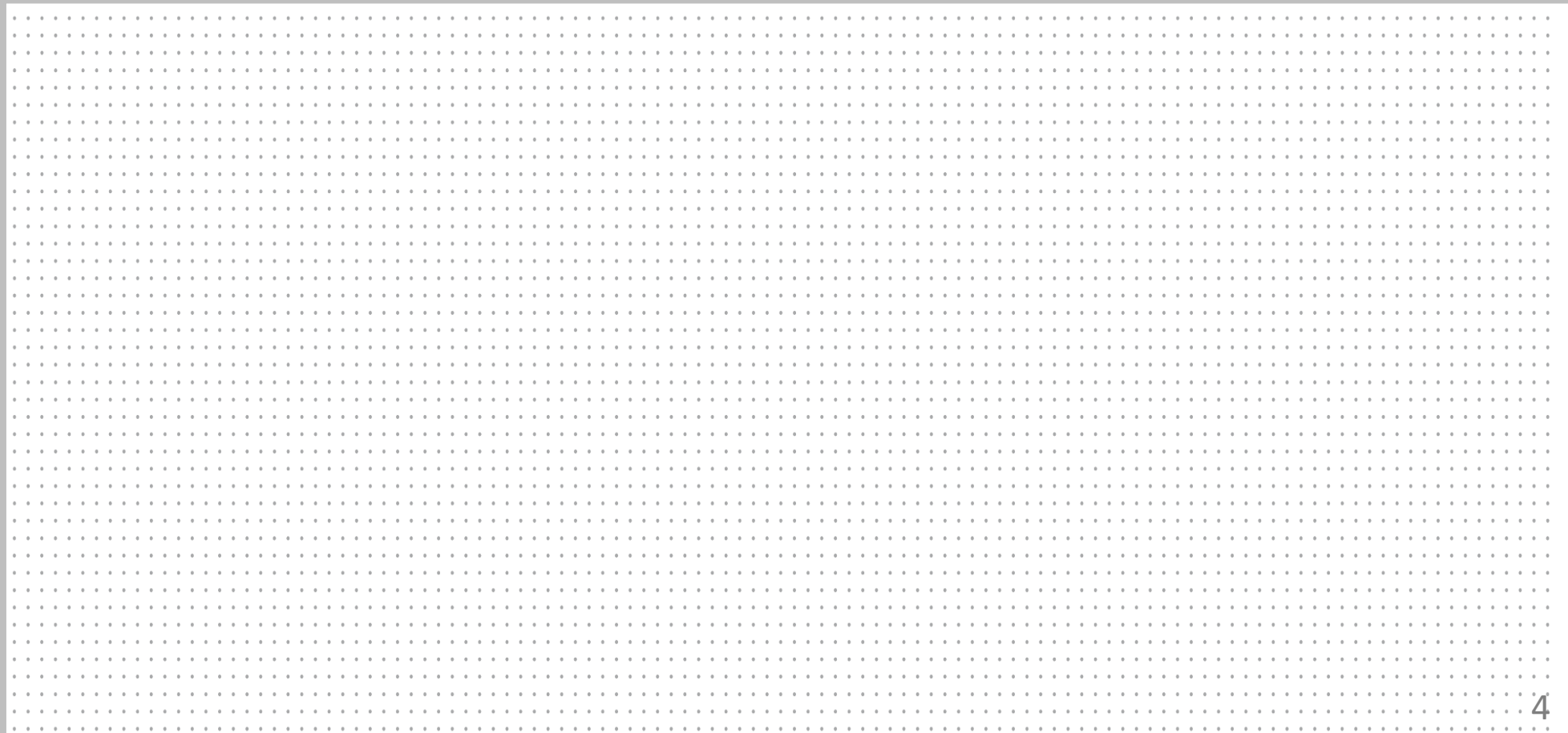
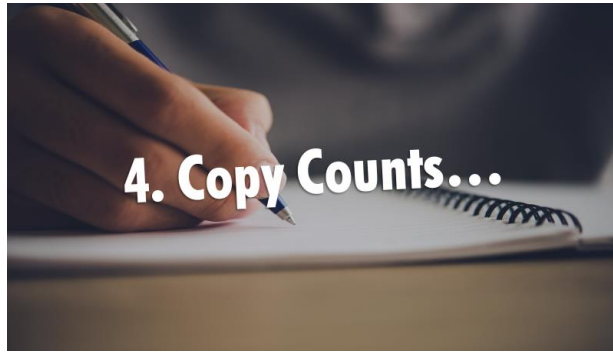
WITH CAM HILL

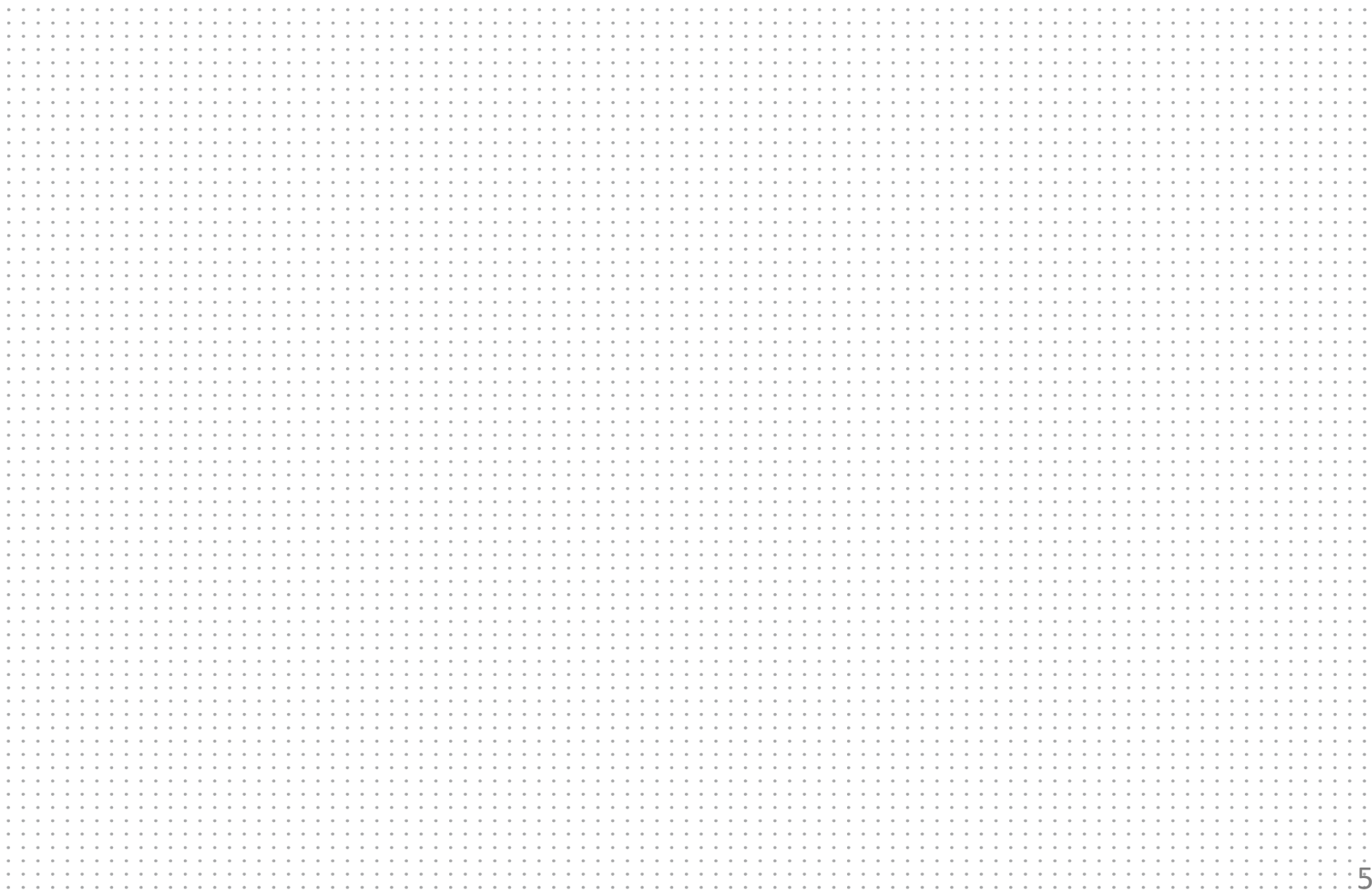


5 Key Principles...

1. Tap the Hidden Goldmine...

2. Create a Fan Base...





Subject Line *(Arouse curiosity / promise a benefit)*

Examples: [VIP Offer] Free \$100 Gift Off An Plumbing Work - Limit of 7
[One-Time Offer] Gas Infinity System & Installation (Save \$600)

Personalise The Email

*Examples: Hi [First Name]
[Your Name] from [Your Comany]*

Reason Why

*Examples: "It's heading toward the weekend and we've had a big house job put on hold until next week, which means a couple of our tradesmen will be knocking around the workshop for the next two days"
"Our supplier has just contacted us with a one-time offer that we just HAD to share with all of you"*

Offer

Examples: "We'll give you \$100 off any job you book this week (for the first 7 VIP Members who book. No strings attached. Yep, if your job comes to \$150 you'll only pay \$50!"
"Today, we are offering you a one-time offer that will save you \$600 on a new gas infinity. Not only will you get a brand new Rinnai Infinity System, but it will also be installed and ready to go. All of this for our one-time offer of only \$2,800 - inclusive of GST"

Call To Action (clearly explain and direct the next step) E.g. "Call Megan on 027 123 1234 now to secure one of these 3 packages now and have instant hot water 24/7"

Close (finish on a friendly note and include a P.S. when appropriate) E.g. "Cheers, Mike" or "P.S. Get in quick as our supplier could only give us 3 infinity's at this price"



