

Email #1:

Subject line – Only 1 ½ and even he gets it!

Lead and email - Hi FIRSTNAME. It's _____ from _____.

My little grandson amazes me. Every time I see him in action.

But he can barely talk. With maybe 10 words in his vocabulary.

Like most little guys, he's not really into talking yet.

But he's a smart little bugger. And he's got mobile apps figured out.

Let me explain.

I was hanging out with him not long ago in front of the TV while the rest of the family was in the kitchen (where the food was being prepared).

Being loud as usual.

My daughter-in-law had left her smartphone on the couch down where my grandson and I were chillin'.

The little man picked it up, turned it on and started banging the keys.

To my dismay, he easily unlocked it and started moving things around on the screen.

I watched in amazement as he tapped an icon ... for an app ... on the screen.

Before I realized what he'd done, I heard music. Country music. Obviously his favorite.

And he fully expected it. He got the song he wanted. And he was listening to it with a smile on his little mug!

His mom verified that he knew exactly what he was doing. Because he does it all the time.

I was blown away.

1 ½ years-old and already using mobile apps to make his life easier. And more enjoyable.

And that got me thinking.

It's not much different from what your customers do every day.

They use mobile apps in all areas of their life.

But your customers aren't 1 ½.

Your customers use apps to look for things. Things they want to buy. And businesses they want to buy from.

As a local business owner, if you don't have your own local app, you're missing out on something.

SOMETHING BIG.

Even toddlers are using them!

Mobile apps ... on your customers' smartphones ... can be used to grow just about any local business.

So Click Here Now (LINK) to request a free mockup ... a free demo app ... to see your own app come to life.

See it and interact with it right on your own smartphone or tablet.

With no obligation to buy the finished app whatsoever.

Click Here Now (LINK) and imagine the numerous profit-building possibilities a professionally-designed app built exclusively for you will open up.

For your grown-up customers. And for your business.

{FirstName}

P.S. We have to make each of these mockups one by one. On our dime.

Unlike our finished apps ... individually designed and built by our professional design team ... we do the mockups in-house.

Right now, we can only handle a minimal number of mock-ups at a time. The demand is starting to outgrow our ability to keep up.

Jump On This Now (LINK) to take advantage of our free mock-up offer. Before your competitors do.

Email #2:

Subject line – Did I just miss that wave again?

Lead and email - Hi FIRSTNAME. It's _____ from _____.

Are you old enough to remember those old surfer movies?

Now I'm talking real old. Like the 60's.

If you have no idea what I'm talking about, do a search on YouTube.

These movies used to be replayed on daytime afternoon TV for decades. The Big Money Movie as it was called in my area.

The ones with the tanned, lean guys who were always trying to catch the perfect wave.

While chasing the perfect girl. Or at least their idea of one.

And, of course, a girl name Gidget.

Sometimes they caught that perfect wave. Sometimes they didn't.

But they were always looking for the next one.

And they seemingly had no life away from the beach.

How ironic.

But it did get me thinking that it's still kind of like real life.

Think about it.

Ever miss something ... "a wave" ... and think, "Man, I wish I had that chance again?"

Well, I have.

I'm old enough ... yeah that's right ... to remember telling my wife that the PC was going to be the biggest invention ever.

That everyone would own one someday. And that we should look for a way to "ride the wave".

I read about a startup called Microsoft.

She remembers it too. Still reminds me of it.

Missed that wave.

I remember reading about lotteries to hand out cell phone licenses. And what a goldmine those licenses were going to be.

An investment analyst I've read over the years wrote about those licenses when cell phones were just an idea. And what a goldmine they would be.

The government would be holding lotteries for licenses to go into the cell phone business.

Of course, holders of these licenses would become very, very wealthy. But so would investors.

Missed that one.

It wasn't too long ago it seems ... in the early 2000's ... I was reading about how undervalued silver was.

How the price was being manipulated to keep it down. But it was going to explode.

It was worth around \$5.00 an ounce. I bought some. Not much.

And watched as it exploded to near \$50 an ounce over the next few years. Should've bought more.

And, of course, smartphones. Who predicted that one?

Another missed wave.

Well ... if you own or run a local business ... there's another wave you better catch.

The mobile app explosion.

If you're getting these messages, I hope you've read my white paper on how to take advantage of the mobile app revolution.

LINK

It explains what every local business owner needs to know now about today's mobile shopper.

Why a mobile presence ... mobile apps and a mobilized website ... is an absolute necessity for local businesses.

Why you can't afford to miss out on this wave. And why now is the time to get your own.

Request a free mockup now ... a free demo app ... to see your own app come to life.

Link

See it and interact with it right on your own smartphone or tablet. With no obligation to buy whatsoever.

Don't let this wave pass you by. Take advantage of our free mock-up offer.

See what an app built just for your business can do for you. For your customers. And for your business.

Link

{FirstName}

P.S. You already know that many of your competitors are starting to develop their own app. Or already have one.

Getting your own app now will vault you ahead of your competition and solidify your business as the go-to expert ... on the cutting edge ... in your customers' minds.

Jump all over this now to take advantage of our free mock-up offer. Before your competitors do.

Email #3:

Subject line – Hey, do you have a phone book?

Lead and email - Hi FIRSTNAME. It's _____ from _____.

An associate of mine walked in the other day and said "Hey, do you have a phone book?" I almost fell over laughing.

Now, I realize that this guy is 50 years old. But a phone book? When was the last time you saw one of those?

I don't know what it was like where you live, but in my city ... _____ ... getting your phone books was an interesting experience.

They just appeared. At your home or business.

Someone ... usually someone young ... had dropped several busting-at-the-seams plastic bags weighing 50 lbs. on your doorstep.

Or inside the front door of your business.

Your phone books. Your Yellow Pages. Your White Pages.

And whatever else was included. I don't really remember.

Even then I thought "How many trees died for those?"

If you were looking for a local business ... a restaurant, a transmission repair service, a plumber ... you picked up the Yellow Pages and started looking.

Through a book that was 5" thick.

Those businesses paid thousands of dollars ... they didn't have a choice ... to be listed in that big fat book.

Some listings were small. Some were a full page.

Funny about that. The businesses with huge ads were obviously more successful.

They had to be to afford the listing. Thousands of dollars a month.

But were they successful because they could afford the biggest ads?

Or could they afford the biggest ads because they were already successful?

Probably both.

And this got me thinking about why those big heavy books suddenly stopped being delivered.

Something changed. Didn't it? Big-time.

The marketing equation changed. On every level.

It happened first on a national scale. For large companies.

But then it spread. To the local level.

Technology ... the PC, the internet, smartphones, mobile media, mobile websites, and now mobile apps ... changed everything.

And continues to daily.

Consumers now have the power. And more sovereignty than ever before.

Regardless of what old-school media tries to tell you.

Mobile apps and mobile websites have already changed local marketing forever.

You know the picture. Usually young people. Glued to their phones. Ignoring everything else around them.

Regardless of how irritating it is for some people ... usually of my generation ... it is reality.

Smartphones and mobile media ... mobile websites and mobile apps ... are here to stay.

And they're taking over how your customers learn about businesses and products. And make buying decisions.

Customers can now use their mobile devices ... smartphones and tablets ... to get instant information and make real-time purchases from anywhere.

At any time.

Using mobile apps and mobilized websites.

Of course we've got the Yellow Pages. Online. On our smartphones. Tablets. And laptops.

There's no need for those big fat heavy books anymore.

And that's what an app built just for your business can do for you.

Making you the go-to source ... the cutting-edge trusted provider ... for whatever product or service you sell.

LINK

Take advantage of our free mock-up offer. Before your competitors do.

LINK

{FirstName}

P.S. If you have several businesses ... or locations ... we can design more than one mobile app for you. And cut you a great deal on multiple apps.

There aren't a lot of free things in this world anymore. At least of value.

But a mock-up app for your local business is absolutely FREE. So you can see what your finished app will look like before it's built.

But ... of course ... your real app will blow away your FREE mock-up.

LINK

Email #4:

Subject line – I guess they went out of business ...

Lead and email - Hi FIRSTNAME. It's _____ from _____.

My wife and I were in Park City ... Utah's winter and summer mountain playground ... not too long ago.

Celebrating our anniversary.

Spent a few nights at a beautiful luxury hotel at one of the ski resorts.

We found a great deal ... online of course ... because it was between seasons. Just the way we like it.

The ski crowd was gone and the summer crowd hadn't arrived yet.

We could pick and choose among those restaurants that hadn't shut down for the slow season.

As we left a restaurant, my wife wanted to stop at one of those specialty chocolate shops on Main Street.

To get some of their sugar-free chocolate.

Hey, if you've never had it, don't knock it. It's fantastic.

But the place wasn't there.

It didn't make sense. We'd been there before and the place was always packed.

There never seemed to be a shortage of customers. Of all ages.

My first thought was that the crazy high cost of renting a space on Park City's Main Street had finally caught up with them and forced them out of business.

My wife decided to get out her smartphone and check to see if they had a website. A mobile website.

Well, we lucked out.

The shop was part of a chain so they did have a mobilized website. Not a great one.

But at least they had one. And the site gave us an address.

Come to find out that they'd moved. To a location at the Park City Mountain Resort.

Off Main Street but still a very high-traffic location if there was one.

Unfortunately, when we got there, they were closed for the off-season.

But at least we were able to find them.

And this got me thinking about how this scenario may play out every day for you and your business.

As a local business owner, what do you need first?

A mobilized website or a mobile app?

Well ... to be honest ... you need both.

But if you have limited funds and have to choose, it's important to understand what you're trying to accomplish.

If you're trying to add clientele, a mobile-ready website ranking high in the search engines for your particular keywords is a great first step in your mobile marketing plan.

But always remember. You get what you pay for. Especially in this area.

And you have to work on SEO to move your site up the rankings.

If you already have a good customer base, an app will build customer loyalty.

They're not searching for you because they already know you. And have you on their phone.

But remember this. Push notifications ... using an app ... are read 97% of the time!

And mobile apps can be easily passed along to friends and relatives.

GROWING YOUR BUSINESS VIRALLY.

In today's local economy, it's important you stay ahead of the pack.

And the pack is just that.

They continue to beat each other up.

So when you have to change locations, why not do it because your business is growing so fast that you need to expand.

But always make sure your customers can always find you.

Click Here Now (LINK) and see what an app built just for your business can do for you.

Take us up on our FREE MOCK-UP OFFER.

A free demo app that'll give you a fantastic picture of what your professionally-designed app will look like.

{FirstName}

P.S. If you want to learn more about what kind of mobilized website you need, **Click Here Now (LINK)**.

We work with the best people in the business.

You can have a mobilized website ... with the exact same URL for all sizes ... and that looks fantastic no matter what size screen it's viewed on.

Click Here Now (LINK) to contact us about any of the services we offer.

Whether it's a mobile app, a mobile website for your business, autoresponder writing, SEO services or anything related to online local marketing.

We're certified local marketing experts and would be happy to answer any questions you have.

Email #5:

Subject line – Want to take it for a test drive?

Lead and email - Hi FIRSTNAME. It's _____ from _____.

Have you ever walked into a car dealership and taken a brand new car for a test drive?

Why does the dealership let someone walk in off the street and take a brand new car for a drive?

With no background check and usually without hesitation.

Well, there are a couple reasons.

Think about it.

If you walk into a dealership and actually want to take a new car for a test drive, they've probably already got you.

Or at least they're close.

Once you drive that beautiful shiny new ride, smell the luscious new interior, feel its power and acceleration and hear Sirius Radio on the sound system, the odds are you're buying the car.

And they're insured aren't they?

A young man I know ... making around \$16.00 per hour ... decided that he'd recently spent too much money repairing the used truck he'd bought ... a great buy ... from his grandma.

His grandpa had died about a year ago.

Like so many kids these days, he was still living at home. And he loved to play.

In the Utah mountains. Camping, hunting, fishing, riding his off-road motorcycle.

But he was spending as much money on repairs as he was for his payment.

So he decided he needed a new truck.

How about \$48,000 and a payment of \$620 per month?

I guess he'll be living at home for a while.

But what sold him?

IT'S SIMPLE. They let him drive it home. Then to work. And keep it overnight.

Now if you've gone to a car dealership, you may dislike the experience as much as I do.

Nothing turns me off more than the agonizing process of buying a car from a dealership

My wife used to work at a car dealership and she didn't have a high regard for some of the guys masquerading as car salesmen.

But hey, everyone has to make a living.

The bottom line? If the dealership gets enough people to take test drives, they're going to sell a lot of cars.

Now ... as a local business owner ... you're just like one of those shoppers enjoying one of those FREE test drives.

When we offer you the opportunity to see your own demo app ... for your local business ... for FREE, it's just like taking a test drive.

You can see what it can look like.

Especially because it's designed exclusively for your business.

So you can get a real good idea of how it will look when you get the finished one.

But there's a difference.

Unlike test driving a car, it's not the finished product.

Your mobile app ... the finished one ... is professionally designed and produced by our crack design team.

And it'll look and work much better than the mock-up. So the demo isn't quite the finished product.

With the demo ... though ... the risk is all ours.

LINK

Since we have to take the time to design a demo app just for your business ... usually using your website ... we run the risk of doing it for nothing.

But if you like it and can see what a finished app ... with its ability to bring back current customers and find new ones ... will do for your business, it's a win-win situation.

So if you want to test drive your own mobile app ... on us ... then **Click Here Now** and simply ask us.

There's a short form to fill out. No obligation. COMPLETELY FREE.

{FirstName}

P.S. If you're like me, you don't like talking to salesmen and a taking a test drive usually means you have to.

But not here.

You can deal with us completely online. Or you can talk to us if you want.

But believe me, there'll be no pressure and no hype.

We'll build you a mock-up ... a demo ... of what your mobile app could look like. With lots of the final functionality.

And if you agree that it'll be a fantastic business-building tool for your business, then we can talk more.

But once again, asking us to make you a mock-up ... a demo app ... doesn't obligate you whatsoever.

So **Click Here Now** to get one.

Email #6:

Subject line – Is MJ better than Kobe?

Lead and email - Hi FIRSTNAME. It's _____ from _____.

Are you a sports fan?

You may or may not be. Not everyone is. I understand that.

I am. Have been all my life.

But did you hear recently that Phil Jackson ... who's coached teams to 11 NBA championships, more than anyone else ... came out on the side of Michael Jordan as the greatest player he's coached.

But he did say that Kobe was close.

And what did he say about Bill Russell? Who won more championships than any other player?

Even though Phil didn't coach him, he did say that Bill would be the player he would start a team around.

Why? Because he won 11 championships. More than any other player.

And this kind of reminds me of how a successful, money-making web presence is engineered.

It's all about relevancy.

THESE GENTLEMEN ARE STILL RELEVANT because they were so unbelievably good at what they do. And no one has been better.

Except maybe LeBron. And he's not done yet.

Google UNDERSTANDS RELEVANCY.

The guys who started Google dreamed up the company as an assignment while attending Stanford.

And they discovered that RELEVANCY WAS WHAT THE INTERNET WAS ALL ABOUT.

So how does relevancy work for a local business? It's all about relevant keywords and relevant backlinks.

Understand this. Google is continually learning.

Every single time someone does an online search, it's an experiment. And Google adjusts accordingly.

If your traffic goes up, Google has determined that your site is relevant for those keywords.

If your traffic goes down, Google has decided that it's less relevant.

They watch everything about your site.

Kind of creepy right?

So YOU'VE GOT TO CREATE A SITE THAT APPEARS RELEVANT to them.

They want the user experience to be positive. The user is always right!

So to be relevant to Google, you've got to work on two things.

On page - what you say about yourself (content and structure).

Off page - what the web says about you (links).

If your website ... and your local business ... aren't relevant, forget it.

The mobile revolution continues to shape:

- how we get information.
- how we communicate.
- how we stay informed.
- how we get entertained.
- how we buy.

And it is **ABSOLUTELY IMPERATIVE** that local businesses show up in local search results.

Google Places, Yahoo local, and Bing local are especially critical.

The key to being relevant ... as a local business owner today ... is to create a lead generation website that's focused on generating high volumes of traffic and convert that traffic into customers.

Then develop a system that follows up on those leads to turn them into paying customers who will help you dominate your local market.

What's different about us as opposed to other SEO services you might be looking at?

LINK

Well, we **FOCUS COMPLETELY ON LOCAL BUSINESSES** to build your traffic, leads, and customer base in your local market.

So **Click Here Now (LINK)** to learn more about arming you with the tools you need to dominate your local market.

{FirstName}

P.S. If you have plenty of time, a lot of patience and you've studied SEO ... especially as to how it works specifically for a local basis ... then there's no need to contact us.

But our pros have spent a lot of time and a lot money learning how to do this for you.

Contact us now (LINK) to help you dominate your local market.