**Outreach Template 001**

**Subj: get more for your advertising dollar?**

Hey [name],

Saw your advertisement on [Facebook], and wanted to reach out with an idea…

You can get more for your spend with [Facebook] if you put a video in front of that same audience, because video is the best kind of engaging content.

A quick web commercial for your business is more likely to be watched and shared among friends, family, and coworkers. Most static ads like images and text ads are ignored, but a video that looks interesting is more likely to get a click from your audience.

And video is also the top search results when a consumer does a search for a problem that they are having; this includes the problems you solve, and products & services provided by your company.

Would you like your business to be the video they watch, and the number they call, instead of your competing [insert business type?]

All of Facebook is practically video and animated slideshows. Instagram is fast becoming the place to watch brand and consumer content. YouTube is a monster traffic source for local business, as well.

Let’s get a video in front of your prospects, teach them something of value, and ask them to take action; that video will get you more customers.

You should know that there is no need to spend a ton of money to have video content. In fact, I’ve got this down to a science, and can do a high-impact video for just $500, about the cost of what it takes for a graphic artist to make you some ads that most people ignore.

I’m so sure that video is the way forward, that I’m willing to give you one custom video for your business, at absolutely no cost, whatsoever.

Do you want this free promotional video? If so, please just reply, and we’ll go from there.

Best,  
[Your Name]  
[Your Contact Info]

**Outreach Template 002**

**Subj: want to see a 10% increase in inbound phone calls?**

Hey [name],

If you could increase your inbound sales calls by just 10%, what would that mean for your bottom line?

Chances are, from what I understand about your customer value, we’re talking about thousands of dollars in direct revenue.

I see you are already advertising, and likely already spending a few hundred to a few thousand dollars on a media budget…

Unfortunately, you might not be getting the best results; each click costs you money, but if the content doesn’t engage, educate, and sell the prospect; you lost that money for ever.

Video advertisements have much greater engagement and follow-through rates. And they are more likely to pre-sell; warming your prospects to your services.

So if you are spending money on advertising, but not using video; you are practically throwing money out of the window!

You should know that I can produce video content for your business at a fraction of what the large agencies are charging. Their usual prices are $3,000 to $5,000 per video!

I can give you a high-quality video for only $500.

I am so certain that video will help your business, I’m willing to give you the first one absolutely free.

To claim this free video, just reply with “I’m interested” and we’ll go from there.

Best,  
[Your Name]  
[Your Contact Info]

**Reply Template 003**

Hey [name],

Thanks for replying!

To claim your free video, I just need to confirm a few things about your business.

* Business Name\
* Contact Person
* Telephone Number
* Web Address or Promotions Link

I’ll deliver a demo video that is ready for you to use with your ad campaign.

Once you put this video to use, I know you’ll see the power of video marketing, and will want to try some of my campaigns which will see higher click-through rates, engagement, and qualified inbound customers.

Please confirm the information above as soon as possible, as there are other businesses I am contacting with this video promotion, and content is provided on a first-come, first-served basis.

Of course, if you have any questions, just reply to this email or give me a call at 555.555.5555

Best,  
[Your Name]  
[Your Contact Info]

**Payment Request Template 004**

Hey [name],

I’m excited that we’re working together.

To get started, claim you free video, and begin driving more online  
consumers to your business, please sign up by clicking the link below:

Marketing Video Production Project

https://www.paypal.com/xxxxxxxxxx/xxx/xxxx

Once you sign up, I’ll follow up with a download link for your free video,  
and we can begin working on your next video.

Of course, if you have any questions, just reply to this email or give me a call at 555.555.5555

Thank you

Best,  
[Your Name]  
[Your Contact Info]