

## Thank You Email w/ Download

**Subject:**

Download – How to Get Customers on Demand

**Copy:**

Hi <FirstName>,

Thanks for requesting our free eBook: *“How to Get Customers on Demand.”*

[Download Here: “How to Get Customers on Demand.pdf”](#)

Inside you will find a lot of insider information on using email marketing to grow your business. With it, you can bring customers in any time you wish. If you set it up right, you can launch campaigns at the push of a button and drive increased revenue.

We build automatic marketing campaigns that grow businesses. If we can help you in any way, contact us at (404) 858-3105 or email Mike at [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com).

## FS Email 1

**Subject:**

An Honest Look at the Future of Your Business

**Copy:**

Would you like to have the power to boost sales and bring in a flood of customers whenever you want?

Most business owners would, but they are stuck in the mire of day-to-day firefighting and piddly tasks that must be done now!

This is a sign that the business doesn't have the systems it needs to ensure it runs smoothly.

Most business owners would like to work on the business, not in the business -- but how do you do that?

Simple. Focus a portion of your time and energy on building/documenting your systems and processes.

You build processes for everything you do. That includes sales and marketing.

That's why our guide, “How to Get Customers on Demand” is so valuable.

You can use it to get your mind thinking about the systems you could build to bring in customers, with

cash in hand, whenever you want ... on demand.

You can use it to grow your business to 7 figures or more!

I want to congratulate you for taking the time to download and read our “How to Get Customers on Demand” guide.

It shows that you are interested in growing your business and you are willing to take action to learn more ways to accomplish it, and/or reinforce what you already know.

That’s uncommon!

It’s common for you, but you are a go get it type of person.

Most business owners think, “I’m good,” “I get all my business from word of mouth,” or “We’ve been here for 20 years, everyone knows us!”

They are shooting themselves in the foot. They are letting opportunities pass them by which they can’t and won’t get back.

Entrepreneurs don’t go into business to make enough to get by, or to be comfortable. They do it to make money, have fun, live a life of affluence, and to protect themselves and their family.

Most businesses don’t give the owner any protection or safety.

Typically, it’s just a constant struggle to pay payroll and the bills and have enough left over to eat.

That’s not only a shame, their days are numbered!

Right now, thousands of PhD’s at Google, Apple, Oracle, Amazon and hundreds of smaller think tanks across the world are trying to find ways to disrupt every industry and give “the people” more choice.

A good example is Uber.

Imagine being a cab driver. Suddenly, you can’t find a passenger. All the passengers are able to order a ride on their phone, know exactly how much it will cost, know exactly how long they will have to wait, and watch its progress getting to them. Gone are the days of cabbies taking the “long” way to boost revenue. Now, Uber announces to the driver and passengers exactly where they are, where to turn, and how long until arrival.

But Uber is not the only one causing issues for businesses. In every industry things are changing at light speed.

Amazon has created a marketplace for service businesses. Homeowners pay a yearly fee to join Angie’s List, which is a fairly recent invention, to get recommendations on home service businesses to use for plumbing, electrical work, remodeling, etc.

But Angie's List is really just another place to advertise for business owners.

Amazon's new local service is free to homeowners. It actually ranks the local service businesses by customer rating and satisfaction.

That's not good for those guys working out of their trucks who give marginal service.

Google is taking it a step further. They are building an artificial intelligence so smart, it can make all of your decisions for you. Want to retire rich? It will tell you exactly how to do it. Want to convince your daughter that guy with the motorcycle isn't a good match for her? Google's AI will tell you how to persuade her. Want to choose a great place to eat, or a doctor, an attorney, or an electrician? Google's AI will tell you who to go to and spend your money with.

The problem with all of this new technology is: "there can be only one!"

This isn't just the hook for the movie Highlander, it's the breeding ground for micro monopolies.

When Google's new AI comes out and tells your customers to go to your competition, because they are cheaper, faster, and have better ratings, how will you counter?

You may realize that you will have to cross that bridge when you get to it, but today you have an opportunity.

There's an old saying, "Make hay while the sun is shining."

It's time to make hay.

Now is the best time to crank up your marketing, build systems, like email marketing systems, and grow your business as large as you can as fast as you can. You need to position yourself to be able to use the technology that is coming in the very near future. For all those who don't, or don't know it's coming, they will be used by the technology, cut down and cast aside.

Don't let that happen to you!

Take advantage of your opportunities!

Mike Miller

P.S. If you are interested in learning how we can help you develop and implement email marketing systems in your business that can boost your income, grow your business, and put you in the best position to not just compete, but win ... contact us at (404) 858-3105 or email Mike at [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com)

## FS Email 2

### Subject:

Lead, Follow, or Get Out of the Way

### Copy:

Hi <Firstname>,

Are you ready to take a stand for your business and be the leader you know you can be?

Yesterday I mentioned how the way most business owners are “doing business” is wrong, weak, and ineffective.

I also mentioned that if they could see what the future holds, they would be more than a little anxious about their ability to keep their business afloat.

It's a false sense of security to think that everything has already changed, and we are settling in for the long haul now. Because, in fact, all the changes that will forever affect the way we do business are just getting started ... and Apple pay, and Samsung pay are just footnotes to the real change headed our way.

For those who are Bold and willing to lead, you can create a business that dominates your marketplace.

It's not only possible, we can show you how it's a straight-forward, clear process.

I'm not talking about taking risks. I'm talking about strategic planning and having the strength, will and determination to shout the virtues of your business from the roof tops and do everything you can to get and keep attention.

Risk is child's play compared to the strength of character required to stand up and broadcast your unique message to the world.

That's what marketing really is.

When you don't market your business or declare your love for it to all you meet, you are essentially saying you don't really believe in what you are doing. Because if you did, you would.

Do you? Do you care about your business? Then start telling people!

It's the only way to ensure you will grow large enough to have the resources you need to compete when the PhD's and their technological marvels try to take your livelihood away from you.

I love my business!

I get overly aggressive about telling people sometimes. But I'd rather apologize for offending people than not get in front of them!

I'm OK with being loved and I'm OK with being despised, but I'm not OK with being unknown.

BEGIN SHAMELESS SELF PROMOTION:

We've worked long nights over the past 17 years to put together a system of marketing campaigns that can be dropped in place into any business. We've taken the hard work of figuring out how marketing works and how campaigns work together and developed a complete solution for any sized business.

With our pre-developed and proven campaigns, we can build a complete marketing system that attracts the right clients by getting in front of them and gives them solid reasons to do business with you now.

It's the equivalent of shouting from the rooftops, but only to the people who are ideal targets for what you have to offer.

If you would like to learn more, contact us at (404) 858-3105 or email Mike at [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com).

END SHAMELESS SELF PROMOTION:

So, I know you have been thinking about what I've had to say. Hopefully, I have conveyed the need to do something now. Because if I haven't, I've done you a disservice.

So, just to be clear:

If you love your business and you like working for yourself, then you need to do something now to protect it.

You can read the Wall Street Journal, watch CNBC, or surf online and find the information about the future technologies and services that will undermine small business and proves what I'm saying is true.

I'd reference it, but if you don't want to get your finger on the pulse of the market and make these correlations yourself, I honestly don't think we'd be a good fit.

We want to work with people who realize the urgency of the situation and who are willing to do something about it. We aren't interested in dragging business owners, kicking and screaming, to profit.

We've done a lot of that. It sucks!

Anyway ...

Like Socrates, I liken myself a gadfly. I'm just here to tell you what I see. It's up to you if you want to do anything about it or not. If not, I can't force you. Just take my advice and investigate those storm clouds on the horizon. If you do want to do something, and you do want to position yourself and your business for long-term success, then email marketing is one of the core tools you need to take advantage of.

If you would like to see how we can enhance your marketing and show you the campaigns that can turn your business into the profitable, money-making, market dominating machine you know it can be, then contact us at (404) 858-3105 or email Mike at [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com).

Take advantage of your opportunities!

Mike Miller

## FS Email Offer 1

### Subject:

Your Email Marketing Questions Answered

### Copy:

Hi <FirstName>,

I wanted to thank you again for downloading our guide, "How to Get Customers on Demand!"

I hope you got some good ideas from it and better understand how to drive customers to your business whenever you want to increase your sales.

I also wanted to remind you – if you are too busy running your business to plan, develop and launch all but the most basic marketing campaigns, help is just a phone call away.

You can reach us at (404) 858-3105 or email me (Mike) at [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com).

Mike Miller