

# Email Your List!

## 5 ways to sell Groundhogg

The easiest and fastest way to make a sale is to send an email to your existing list, letting them know that Groundhogg exists and can help solve some of their marketing struggles.

This guide will show you how to effectively email your list to create a sale.

### 1. Segment your list.

But before you blast out an email to your list,. It's important to make sure you are sending people information that is relevant to them, and would make a good client for Groundhogg.

Is your list....

- Using WordPress as their primary CMS (content management system)?
- Comprised of Small & Medium businesses.
- Educated about what a CRM and marketing automation is?

If you answered yes to all these questions, then your list would benefit from having Groundhogg.

If only **portions** of your list fit this description, than it is a good idea to **segment** them out or your main list.

### 2. Write your email.

Now you need to write the email to send to your list. Your email should be targeted at your audience and answer questions they would have.

For example, the questions a service business may be different from the questions an ecommerce business might have.

We've written a template for you that will appeal to service based businesses. That includes...

- Agencies

- Gyms
- Consultants
- Flower shops
- Venues
- Rental equipment
- Etc...

You can modify the template to fit your voice and tone.

## Service Business Template

Subject Line: *Do you need better followup with leads and customers?*

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Hi {first},

Are you currently suffering from poor followup with leads and customers?

Here are a few questions to determine if you are suffering from poor followup.

- Do you send out a quote within a few minutes of a request coming in?
- Do you automatically follow up with leads 1, 3, and 5 days after a quote?
- Do you automatically follow up with customers 30, 60, and 90 days after a successful job?
- Do **0** leads and customers ever “fall through the cracks.”
- Do you automatically ask for a review after a successful job?

If you answered **NO** to any of those questions then it may be time to rethink your followup strategy.

I recently discovered this stellar plugin called Groundhogg **[insert affiliate link here]**. With it, I can help you setup the best followup system you’ve ever seen.

You will have a system that will...

- Allow you to send out a quote within minutes.
- Automatically follow up with leads.
- Automatically follow up with customers.
- Automatically ask for reviews.
- Keep track of all your leads so no one “falls through the cracks.”

If this is something your business would seriously benefit from, then it's time to introduce Marketing Automation into your business.

There are two ways you can move forward.

- a) You can ask us to help you implement Groundhogg **[insert affiliate link here]** in your business. We will help you setup your funnels and train you staff on how to use it.
- b) If you have some spare time, you can implement Groundhogg yourself.

The nice thing about Groundhogg **[insert affiliate link here]** is that it's super affordable, **only \$480/year**, and it's just a WordPress plugin that gets installed on your WordPress site.

So, if you're interested, just reply **"I'm interested!"** to this email and we'll help you move forward and experience the positive improvement automated followup can have on your business.

Talk soon,

**[your name here]**

*P.S. Due to time restrictions and the amount of effort we put into each of our beloved clients, we will only be able to help the first 5 businesses that take action now!*

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### 3. Send your email.

Now comes time to actually send your email to your audience.

If you are using Groundhogg for your own email marketing, then follow up these instructions on how to send a broadcast email.

[How to send a broadcast email in Groundhogg.](#)