

David Garfinkel's

Buyer Lead First Response Email Template

Section	Tips
A. Subject Line: ①Keep it short and compelling. ②Make it easy to read and instantly understandable. As used in Core Buyer-Lead Email: Subject: Insider Secrets about Franchising	✓ Focus on buyer, not on your opportunity ✓ Short, intriguing ✓ Job 1: Get the email <u>opened</u> ✓ Job 2: Set the tone for your <u>objective</u> for the email ✓ Job 3: Make a compelling promise (or imply a compelling promise) that appeals to your buyer and that you can deliver on.
B. Opening Line: Introduce yourself ③conversationally. ④Focus on the prospect, more than on your product. As used in Core Buyer-Lead Email: My name is David Garfinkel. You recently asked for some information about franchising, and that is why I am writing.	✓ Be clear and specific about who you are and why you are writing. ✓ Be factual. Don't start selling right away. ✓ Focus on who you are in relation to what your buyer wants at this stage of the relationship
C. Acknowledgment Section: ⑤ Enter the conversation already going on in your prospect's mind (as best as you can at this point). As used in Core Buyer-Lead Email: I have worked with a lot of people like yourself. Often, people find franchising different in a few ways than what they have experienced in their careers so far.	✓ Don't tell the buyer you know exactly where they are, since you don't – yet. ✓ Instead, offer a range of possibilities. ✓ That is, they may be ready to buy, or, they may be somewhere along the information-gathering path.

D. Invitation Section: ⑥ Offer your buyer at least one irresistible benefit. As used in Core Buyer-Lead Email: That's why I'd like to invite you to spend a few minutes on the phone with me. There's no charge for the conversation, but I may be able to save you a lot of time and needless worry by sharing what I have learned over the years.	✓ This is designed to take pressure OFF the buyer in his/her mind. ✓ You are making it OK even if they feel clueless and insecure about how little they know, because you position yourself as a trusted advisor. ✓ What you are <u>selling</u> is the promise of a comfortable, reassuring experience talking with you. ✓ Everybody wants that, even if they are ready to sign on the dotted line.
E. Call to Action Section: ⑦ Make your buyer an offer he or she cannot refuse! As used in Core Buyer-Lead Email: Please send me a quick note telling me the best times in the next few days when we could have a brief conversation. I will be glad to answer any questions you may have, and let you know how to get the best results as you explore the very real possibility of becoming a franchise owner.	✓ Lead with a benefit to the buyer ✓ Ask your buyer to take an action that's easy to take – sometimes known as a “micro-commitment.” ✓ Close by reinforcing the benefit to the buyer.

***New CFB Course: Lead Generation, November 21.
To sign up, email lori@franchiseba.com***

Core Buyer-Lead Email

Ⓐ Subject: Insider Secrets about Franchising

Hi Kim,

Ⓑ My name is David Garfinkel. You recently asked for some information about franchising, and that is why I am writing.

Ⓒ I have worked with a lot of people like yourself. Often, people find franchising different in a few ways than what they have experienced in their careers so far.

Ⓓ That's why I'd like to invite you to spend a few minutes on the phone with me. There's no charge for the conversation, but I may be able to save you a lot of time and needless worry by sharing what I have learned over the years.

Ⓔ Please send me a quick note telling me the best times in the next few days when we could have a brief conversation.

I will be glad to answer any questions you may have, and let you know how to get the best results as you explore the very real possibility of becoming a franchise owner.

Sincerely,

David Garfinkel

Core Buyer-Lead Email, Variation #1

Ⓐ Subject: What you need to know about franchising

Hi Kim,

Ⓑ David Garfinkel here. I understand you've requested some information about franchising. My specialty is helping people like you get accurate information.

Ⓒ Key points like: about what it is really like to own a franchise, what to look for, what to watch out for!

Maybe I can help you in that regard. I have worked with many people as they explore franchising, and I'd like to introduce myself and see how I can be of immediate assistance to you.

Ⓓ There's no charge to work with me, and no pressure, either. I make my living by referring people to franchises only *after* they have decided they would like to explore a particular franchising opportunity. Once they have the facts they need.

Ⓔ Please let me know when are a few good times to talk in the next few days. I'll respond promptly and we can set up a quick call and get to know each other a little bit. I'm looking forward to speaking with you, Kim.

Sincerely,

David Garfinkel

Core Buyer-Lead Email, Variation #2

Ⓐ Subject: The “missing piece” about franchising

Hi Kim,

Ⓒ When people get interested in exploring franchising, sometimes it feels a little bit like being in a huge maze with no road map.

Ⓑ My name is David Garfinkel, and my work is guiding people through that “maze.” (This kind of guide is the “missing piece” I was referring to earlier in this email.)

Don’t worry, there’s no fee to talk to me. I only get paid by the franchises themselves, but I never refer anyone to talk to a franchise until we are both absolutely certain it is likely to be a good fit for the person like you.

When I first started to learn about franchising, I was a little bit overwhelmed myself. But as I learned more and sorted things out, everything started to make more and more sense to me.

Ⓓ I’m hoping I can provide the same experience for you, but in a much more organized and time-effective way than the one I went through many years ago!

Ⓔ Please send me a short note letting me know when would be a good time for us to have a brief conversation. I’d like to get to know you over the phone and let’s see if it makes sense for us to work together as you explore some opportunities in the world of franchising.

Sincerely,

David Garfinkel