

The Funeral Director's Treasure Map Sample E-mail Scripts For You

Sample Email Subject Lines

1. Hi (First name), I recently discovered (name of) FH and...
2. Hi (First name), I have a client that asked me to contact you...
3. Just saw (name of) FH on linkedin.com
4. Hi (Director's Name), I wanted to write and tell you about...

Sample Email Scripts (These are suggestions on what you could say in email)

Note- Sample 1 below displays to structure of the roughly 85 word email.

Sample 2 on the following page shows you how Sample 1 might read after you are finished writing the email.

Sample 1

Dear Mr./Mrs. (name of Funeral Home Owner/Funeral Director)

I don't know if you have heard about this yet or not but recently I was online and I found something that I thought would interest you.

Great Point Publishing helps funeral homes increase their sales and improve service and I think they have something of value here that could benefit (name of their Funeral Home) also.

Check out this link.

(insert your hoplink here)

Thank you for reading, and I hope this email helps increase sales at your establishment.

Best Regards,

Your name

Sample 2

Dear Mr. Smith,

I don't know if you have heard about this yet or not but recently I was online and I found something that I thought would interest you.

Great Point Publishing helps funeral homes increase their sales and improve service and I think they have something of value here that could benefit Jones & Smith FH.

Check out this link.

HOPLINK.com

Thank you for reading, and I hope this email helps increase sales at your establishment.

Best Regards,

John Doe