**Message #1**

Subject: Brightening up the Rotary meeting

Hi \_\_\_,

It was really fun to sit next to you yesterday in the Rotary meeting. I loved hearing about your company and how passionate you are about what you do. (Pay a compliment or mention something you liked about the conversation.)

I encourage you to sign up for my free newsletter on how to get more clients. You can do that here: [http://accountantsaccelerator.com](http://accountantsaccelerator.com/) (Encourage them to enter your pipeline, whatever that means to you. It could be your Facebook fan page, a free teleseminar, or a newsletter signup.)

Please let me know if we can help in any way.

Regards,

Sandi

**Message #2**

Subject: Rotary meeting

Hi \_\_\_,

Just wanted to check and see if you decided to join the Rotary group. I know you were visiting as a guest the day we met.

I’m curious as to what marketing techniques are really working for you. Would you like to get together for coffee next week? (Invite to a face-to-face meeting)

Regards,

Sandi

**Message #3**

Meet for coffee. Get to know one another. During the conversation, ask what you can do to make their life easier.

**Message #4**

Depends on whether they entered your pipeline and/or had coffee with you. If they did, ask for a favor. If not, do them a favor.

Subject: Looking for a referral

Hi \_\_\_,

My webmaster just quit! I thought of you since you have such a wonderful network. Do you know anyone you’d be willing to recommend?

Regards,

Sandi

**Message #5**

Start pitching.

Subject: Special offer

Hi \_\_\_,

I wanted to let you know about a special offer we’re having right now on our services. It’s supposed to be for clients only, but I wanted to invite you too.

(Describe your offer.)

If this is something you might want to pursue, let me know and we can set up a call.

Regards,

Sandi

**Message #6**

Pick up the phone. They might not have gotten any of your emails.

Call them and ask them what their need is related to your service.