**Emails**

**1) Generic Email For Entire Leads Database**

Recommended subject line: I can help you sell better and faster

Hi FIRSTNAME,

To scale your business, you have to turn a trickle of sales into a steady, predictable stream of revenue. Just one problem -- this is much easier said than done.

Your Marketing engine is purring and producing high-quality leads. Now get the sales machine cranking with our new ebook, “The Definitive Guide to Selling Better & Faster.” You’ll discover:

* How to achieve one-click prospecting
* How to increase responses to cold outreach
* How to minimize manual data entry

Ready to rev your revenue? Download the ebook now [Insert link to landing page].

Best,

YOUR NAME

**2) Informal Email to Hot Prospects & Existing Clients**

Recommended subject line: Let’s crank up your revenue this year

Hey FIRST NAME,

I know you’re looking to accelerate your sales in a big way this year. We recently put together an ebook on this topic that I know will help you rev up revenue.

Download it here [INSERT LINK to landing page] and let’s put some time on the calendar to catch up and chat about it.

Best,

YOUR NAME

**Blog Title Ideas**

-X Benefits of Adopting a CRM System

-How to Save Time in Your Sales Process

-How CRM Can Help You Write Sales Emails Buyers Want to Respond To

-The 2 C’s of CRM: Context & Content

-How CRM Helps (Instead of Hinders) Salespeople

-Why You Need to Rethink CRM

-X Tips to Rev up Revenue at Your Organization

-X Surprising Advantages of a CRM System

**Social Posts**

**Twitter**

Want to sell better & faster? Of course you do. Download this actionable guide today: [INSERT LINK] [#sales](https://twitter.com/search?q=%23sales)

More & better isn’t an oxymoron. [INSERT LINK] #sales

8 #salestips to sell better, faster: [INSERT LINK]

Speed up your #sales with #free CRM: [INSERT LINK]

**LinkedIn**

The top 8 reasons CRM can help your sales team sell more, faster: [INSERT LINK]

What are you selling? Great. Now sell more of it: [INSERT LINK]

Get the secrets to selling better and faster today: [INSERT LINK]

More and better isn’t an oxymoron. [INSERT LINK]

**Landing Page Copy**

To grow your business, you’ll need to implement a repeatable, scalable process to turn a trickle of income into a steady, predictable stream. And to do that you’ll need to … er … um …

(Psst! How do you do that?)

If you’re confused about how to rev up your revenue, you’re not alone. That’s why we produced the new ebook “The Definitive Guide to Selling Better & Faster.”

In this guide, you’ll discover:

* How to increase responses to cold sales outreach
* How empower your sales reps with content and context
* How to minimize manual data entry

Download the ebook today to get selling