

Dear {name},

WHY CAN'T I FIND YOU ONLINE?

OR

I FOUND YOUR COLLEAGUES ONLINE...BUT YOUR BRAND ISN'T AS VISIBLE AS THEIRS. WHY?

OR

IS YOUR ONLINE REPUTATION AS GOOD AS YOUR OFFLINE ONE? WHY NOT?

Let me take a brief moment to introduce myself and give you some valuable information that might help you **establish your reputation online**. The very survival of your business {practice} could depend on what I have to say.

Like millions of people everywhere, I too depend on the internet when looking for services that I require. As I was recently doing a Google search for {"niche"} in {"City"}, I couldn't help but notice that your name wasn't prominent amongst the search results. Your reputation means nothing, if folks like me can't see it online.

My name is {name}, and I am the {title} of {company name}. We specialize in **helping professionals** like you, to whom reputation means everything, **build, repair, maintain and enhance your online reputation** so your prospective clients can find you, and your existing clients continue to have confidence in you. And without a stellar online reputation these days, it's likely that **you will gradually lose market share** to peers who do have a well regarded online presence.

Since we've been in business, my company has dedicated itself to helping professionals like you address the challenge of preserving and expanding their online reputation. Whether you have:

- no reputation whatsoever online
- a bad online reputation; or
- a good online reputation (but not a 5-star one)

we have the expertise and skills to turn that into a **Stellar Reputation**. And we do this through our proprietary, proven 2-step process.

- 1) Phase 1: Build favorable reviews to establish your online reputation
- 2) Phase 2: Market those reviews so the world actually sees who you are

By the time our strategy has been implemented, you'll go from having no reviews at all, or negative reviews, or simply "good" reviews or "not so great" reviews, to **"Great"**, **"Excellent"** and even **"Highly Recommended"** reviews.

And once we've established your reputation online, we'll tactfully move into Phase 2 of our strategy. We leverage the reputation we've created, using post cards, business cards, press releases, related websites, and in social media, to ensure that prospects and existing clients see you as the **"go to" professional in your niche**.

In many cases, depending on consultations with you and your team, we will even recommend a parallel implementation of Phase 1 and 2, so that you see results immediately!

I am very passionate about helping you with your online reputation. And to explore how I could be of assistance, why not contact me at {number ...or eMail} at your earliest convenience for a **FREE 30 minute consult**. We could go over some of your online reputation challenges, and discuss how our services could greatly benefit you.

By the time our brief **FREE consult** is over, you'll be better informed about ways in which you could **restore, maintain, enhance, build or repair your online reputation - for FREE!**

I look forward to hearing from you shortly.

Sincerely

Name

Title/Company

Website; Contacts etc.