# **Snow Email Series: Lead Estimate Follow Up**

## How to Use Your New Email Series

Your new snow email series for lead estimate follow ups is ready for you to customize and start using today!

We recommend using these emails after an estimate has been sent to a lead.

Here’s the cadence we recommend for your new snow email series:

* Initial estimate sent
* Next day: Email 1
* Three days later: Email 2
* Three days later: Email 3
* Four days later: Email 4
* Next day: Email 5

Also, DON’T FORGET to personalize your new email series with any branding or important business information!

## **Email 1**

**Subject:** Your estimate is ready!

**[insert snow removal business logo]**

Hi **[client first name]**,

It’s **[business owner first name]** here at **[snow removal business name]**. We have your completed snow removal estimate!

Yesterday, we completed a snow removal estimate of your property and emailed it to you. For your convenience, we’ve re-attached your estimate for your review.

I want to personally check in to see if there are any questions or concerns we can answer for you.

Call our offices at **XXX-XXX-XXXX** to get answers to your questions or sign up for services today!

Remember, we have limited client openings, and accounts are accepted on a first-come-first-serve basis.

Talk soon,

**[business owner signature]**

**[business owner first and last name]**

**[business owner title]**

## **Email 2**

**Subject:** Have you claimed your spot?

**[client first name],**

Have YOU claimed your spot for snow removal services this winter with us at **[snow removal business name]**?

It’s important to take advantage of your snow removal services estimate before our limited openings fill up! We’ve re-attached your personalized estimate for you to review.

Secure your spot today or let us know of any questions by calling **XXX-XXX-XXXX** now!

We hope to hear from you soon,

**[snow removal business name]**

## **Email 3**

**Subject:** Want to save hours each week?

Are you TIRED of wasting countless hours - breaking your back - every winter to shovel snow out of the driveway and sidewalk?

STOP freezing your tail off in an attempt to keep up with the snow.

Based on the estimate we’ve re-attached, for just **$XX**, we’ll remove the snow from your property for you - saving you hours each week!

Plus, with our 100% satisfaction guarantee and full coverage insurance policy so you’ve got nothing to lose.

Call **XXX-XXX-XXXX** now to secure your spot with **[snow removal business name]** today! We’ve re-attached your estimate for your convenience.

**[snow removal business name]**

## **Email 4**

Subject: Any questions we can answer?

Hi **[client first name],**

You’re busy, and we get it.

Recently, we sent you an estimate for snow removal services this winter with **[snow removal business name]**. We’ve re-attached the estimate for your review.

We haven’t heard back from you. Are there any questions we can answer?

Snow removal service spots for this winter are filling up FAST and we don’t want you to miss out.

Since you’re busy, all you need to do is give us a call at **XXX-XXX-XXXX** so we can answer all of your questions and concerns! It won’t take much of your time, and you will save hours of snow-shoveling in the long run.

Warm wishes,

**[snow removal business name]**

## **Email 5**

Subject: **[client first name]**, what are you waiting for?

**[client first name]**, it’s **[business owner first name]** again here at **[snow removal business name]**.

Have you had a chance to look over your snow removal estimate? We’ve re-attached it for you to review.

Openings are filling up fast and I want to make sure you don’t miss out on this limited-time opportunity!

As a reminder, we offer:

* Licensed professionals
* 100% satisfaction guarantee
* Full-coverage business insurance
* High-quality snow removal services

If you’re interested in securing your spot this winter, or have any questions or concerns, please call us now at **XXX-XXX-XXXX**!

Talk to you soon!

**[business owner signature]**

**[business owner first and last name]**

**[business owner title]**

## **AUTOMATE Your New Snow Email Series TODAY**

Did you know you can AUTOMATE your new snow email series using the [#1 snow removal software](https://www.serviceautopilot.com/snow-removal/software/)?

Simply upload your emails into [Service Autopilot](https://www.serviceautopilot.com/snow-removal/software/tour/), set your cadence, and let the software do the rest.

**Discover for yourself how Service Autopilot has the power to automate your everyday tasks.** [**Claim your FREE tour**](https://www.serviceautopilot.com/snow-removal/software/tour/) **of Service Autopilot now!**

**WATCH TOUR NOW**