



Template 1:

Swipe 1: Establishing Contact

Subject Line: Your GMB listing is not claimed!

Body:

Hey there,

I decided to get in touch with you after I ran some tests involving local businesses in your area.

Your business stood up from the rest, but not in a good way...

I don't want to waste too much of your time, so I won't dive into the specifics too much...

Just know that your business is among the last few local businesses in your area without a claimed associated GMB listing.

This is very unfortunate because Google My Business is already helping dozens of other local businesses in your area to get more clients.

And I can vouch for that, as I have personally helped some of them to claim & optimize their GMB listing.

I'll be happy to explain the GMB optimization principles if you're interested. In fact, I'm willing to bet that I'll be able to take your business to the next growth threshold using a well established GMB listing.

If you decide to recover the gap between your business and the competition, get in touch with me and we can schedule a meeting at the earliest convenience.

You can reach me by replying to this email or by calling me on my private phone:
[Phone Number]

Looking forward to hearing back from you.

[Your Name]

[Your Agency Name]

[Your website]



Swipe 2: Follow Up

[If the client was not signed from Swipe 1]

Subject Line: GMB Listing Theft is REAL!

Body:

Hey **[Lead Name]**,

It's **[Your Name]** from **[Your Agency]**.

I wanted to share with you a short story that has everything to do with the importance of claiming your GMB listing.

Yesterday, we had a business owner storming into our office asking for help. He was desperate to get assistance after he discovered that someone else stole his GMB business listing.

Yes, you read that one right... It's entirely possible for someone else to claim the GMB listing of your business - if you leave it unclaimed for too long.

Keep in mind that GMB claiming is an entirely automated process. This means that anyone can obtain the ownership rights of your GMB listing.

But back to our story...

So this guy is rightfully the owner of an Italian restaurant chain in Lubbock, Texas. In total, he has 4 locations which are listed on his presentation website.

His mistake was that he left all his GMB listings unclaimed for a couple of years. After attending a local business conference, some business owners encouraged him to start using Google My Business to attract more local customers to his establishments.

As you might have figured out by now, his listing was already claimed by someone else. Even more, the thief was actively responding to his reviews in a hateful matter - he was arguing with every client that was leaving a review.

He told us that he was on the phone with Google's Fraud Department for days now, but the issue has still not been resolved.



In the end, we signed him as a client and took over communications with Google. But this just goes to show how important it is to claim your GMB listing as soon as possible.

It can save you from tons of problems along the way...

If you decide to start paying attention to the GMB listing of your business, reply to this email and we'll put together a plan.

You can also reach me at this phone number: **[YourPhoneNumber]**

Thank you for your consideration,

[Your Name]

[Your Agency Name]

[Your website]

Swipe 2: Follow Up

[If the client was signed from Swipe 1]

Subject Line: Welcome to the club!

Body:

Hey **[Lead.Name]**,

I'm glad to see that you realized the importance of claiming your GMB listing.

Because you entered my client list, I took it upon myself to send you a quick brief on the importance of optimizing your GMB listing.

By now, you already know that claiming your GMB listing is only half the job...

Once you got this step secured, it's time to tweak your GMB listing until you get to the best form possible for your particular business niche.

Here's a quick rundown with the ramifications of optimizing your GMB listing. These are just some of the opportunities that a solid GMB listing will help you with:

- Your business will have an increased chance of showing up on Google's **Local Pack**
- Your business authority will receive a slight organic boost in Google's search ranking.



- Your business will be featured among the first Google Maps listings in search queries.
- Your business has an increased chance of being featured inside the **Local Finder**.

GMB optimization requires a certain amount of technical expertise, but the most important aspect of it is commitment. You need someone capable to do this thing consistently until you reach the rank that you deserve.

If you decide to optimize your GMB listing, get in touch with me by replying to this email and I'll tell you all about it.

PS: Since you're already on my client list, I can squeeze you on our loyalty program which will save you more than 50%.

Have an outstanding day,

[Your Name]

[Your Agency Name]

[Your website]

Template 2:

Swipe 1:

Subject Line: You need to claim your GMB listing ASAP

Body:

Hey there,

I've stumbled upon your business after searching for the best local options in your business niche.

The thing is, even I saw a lot of people recommending your business online, the GMB listing associated with it was not present among the Google generated Local Pack.

I eventually found your GMB listing, but I quickly discovered that it was automatically generated by Google - probably because people were mentioning it online.

I'm SEO consultant at **[YourAgency]** that specializes in GMB claiming & optimization services.



If you have the time, I'll be happy to show you some case studies that we've done with some of our current clients. I think they do a beautiful job of showcasing the benefits of claiming and optimizing your GMB listing.

You'll be amazed by the amount of growth that can be achieved by staying on top of your GMB listing.

If you're interested, reply to this email and I'll fill you with more details. You can also reach me on my personal phone number: **[YourPhoneNumber]**

I'm looking forward to hearing back from you,
[Your Name]
[Your Agency Name]
[Your website]

Swipe 2:

[If the client was not signed from Swipe 1]

Subject Line: Your GMB listing is not claimed!

Body:

Hey **[Lead.Name]**,

I noticed that you didn't respond to my previous email about claiming your GMB listing.

It's ultimately your call, of course, but you're postponing a simple process that can potentially come and bite you in the back a few years from now.

Are you aware of how hard it is to claim ownership of your GMB listing after someone else has done it instead of you?

We deal with this cases regularly - small business owners that only recently realized the potential of Google My Business only to discover that someone else already owns their GMB listing.

Google will not grant you ownership of the GMB unless you find out who owns it and submit a transfer ownership request. These things can be incredibly time consuming - and each passing day equals a few dozen potential customers.

Keep in mind that there are several cases where the transfer request is simply not possible.



So I ask you - Why risk it? The whole business world is moving towards digital directories and you should do the same.

I strongly urge you to be proactive with this one and claim your business before someone else steals it away. I can do it for you, but I need your confirmation and a few business details.

If you decide to let me help you, reply to this email and I'll get back to you with a plan as soon as possible.

You can also reach me on my personal phone: **[Phone.Number]**

I hope to hear from you soon.

[Your Name]

[Your Agency Name]

[Your website]

Swipe 2:

[If the client was signed from Swipe 1]

Subject Line: Glad to have you on board!

Body:

Hey **[Lead.Name]**,

I'm excited that you decided to get GMB consultancy. Welcome to the **[Your.Agency]** family!

Because we're actively looking for ways to nurture and educate all our clients, I thought you should know that there are other avenues that we can explore.

GMB Optimization is a topic that not a lot of business owners know about - and that's a good thing for you.

As a GMB consultant at **[YourAgency]**, I have helped hundreds of small business owners to make themselves more visible in Google's search rankings by leaving them with a stellar, easy to manage GMB listing.

Just know that if you are prepared to do it yourself, I can guide you through the whole optimization process. All you have to do is reply to this email and I'll create an optimization plan that will help you take you GMB game to the next level.



If you need to focus on something else, I can do the whole optimization process myself - I just need your go-ahead.

Just email me back if your interested or reach me on my personal phone number:

[YourPhone]

Waiting to hear back from you,

[Your Name]

[Your Agency Name]

[Your website]