**Sample script for prospecting email**

**SUBJECT LINE**

Hey, Mike, Columbia and Jefferson City’s Most Popular Radio Stations Helped Tami Benus

**INTRODUCTION**

I’m Jane Doe with the Zimmer Radio and Marketing Group. You might know our radio stations: KTGR, which broadcasts Missouri basketball and football; The Eagle, an ESPN sports station that carries Cardinal baseball; and Y107, the most popular radio station in town.

**REFERRAL**

Tami Benus suggested I contact you because she thought you’d like to hear about how we helped her start her CPA practice.

**PROSPECT/INDUSTRY KNOWLEDGE AND CHALLENGE**

I read that you just opened your practice and that you’re going to be specializing in personal injury and liability cases. I think it’s certainly a good time to open an office because the number of fatal accidents in Missouri is up eight percent so far this year.

**CASE STUDY**

When Tami Benus opened her CPA practice, she said the Zimmer Radio and Marketing Group was great with helping find the correct radio station for her target clients. She told me, “They allowed me to reach my goals faster than I ever dreamed.”

 To learn more about how we helped Tami and about all the services we provide to help our partner get results, please go to <http://zimmercommunications.com>. Check out our free marketing guides like ”6 Steps to Converting Your Marketing Leads” and download them.

**DIRERECTED QUESTION**

Have you thought about the best way to get your name out to the public? Do you have a website yet? And is advertising in sports something you like and think might work for you?

**CLOSE**

I’d like to set up a time when I can visit you and show you how we hit it out of the park for Tami Benus’s opening and then see if we can help you. Do you have 20 minutes next Tuesday or Wednesday? What times work for you? Feel free to reply to this email, or you can ring me directly at 573-875-1099.

Thanks,

**SIGNATURE**

Jane Doe

Certified Radio Marketing Consultant

Zimmer Radio Marketing Group

573-875-1099