

## INSTRUCTIONS FOR MAILING LETTERS TO BUSINESSES

The important thing to keep in mind about letters you mail to business owners is that you want your letter to look personalized so that it will not get tossed into the junk/trash pile.

What works best to get your letter through the gatekeeper and get it opened is to:

1. Put the letter on a plain sheet of paper.
2. Mail the letter in a plain envelope -- a colored envelope that stands out in the mail is even better.
3. Hand write the business address on the front and leave off your return mail / postal address.

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### Google Maps Letter Example #1 - Without Google Screenshots

Dear [insert business owner name or, if you don't know the business owner name, Business Name Marketing Director]

I was just searching for your business on Google and I noticed a mistake that I think you'll want to know about.

If you'd like to find out more, give me a call at [insert your phone number here] or shoot me an email at [insert your email address].

I'll explain the problem I found and what needs to be done to get it fixed quickly so you can stop losing business.

Sincerely,

(...Your Name)

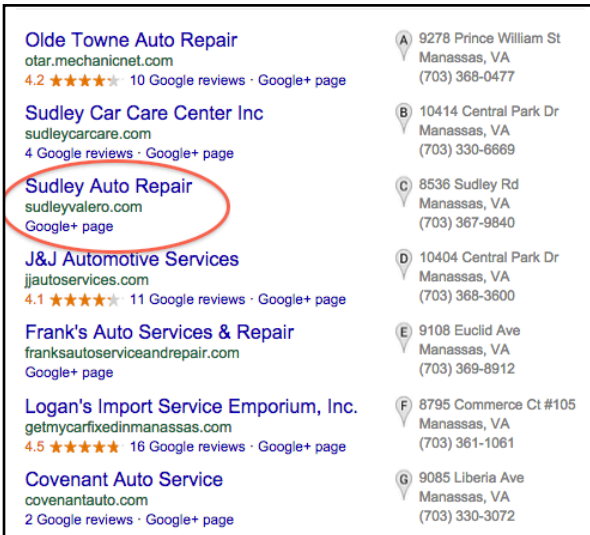
(.....Your Phone Number)

PS -- 4 out of 5 consumers search online for local businesses before they call or visit, and most of those searches are done on Google. Plus, Google research has found that people usually buy something from a business they searched for and found online -- often within a day or less. That's why it's important for you to get this problem taken care of quickly.

## Google Maps Letter Example #2 - With Google 7-Pack (or 3-Pack) Screenshot

Dear [insert business owner name or, if you don't know the business owner name, Business Name Marketing Director]

I was just searching for your business on Google and I noticed a mistake that I think you'll want to know about.



Note: You can insert a screenshot of the Google 7-pack for this business' niche and city/town and insert here with the business listing circled with your personalized note in a call out box like this to call their attention to it ...

OR, if they have no Google listing, paste a screenshot here with a note that they are not showing up in Google results but their competitors are ...

If you'd like to find out more, give me a call at [insert your phone number here] or shoot me an email at [insert your email address].

I'll explain the problem I found and what needs to be done to get it fixed quickly so you can stop losing business.

Sincerely,

(....Your Name)

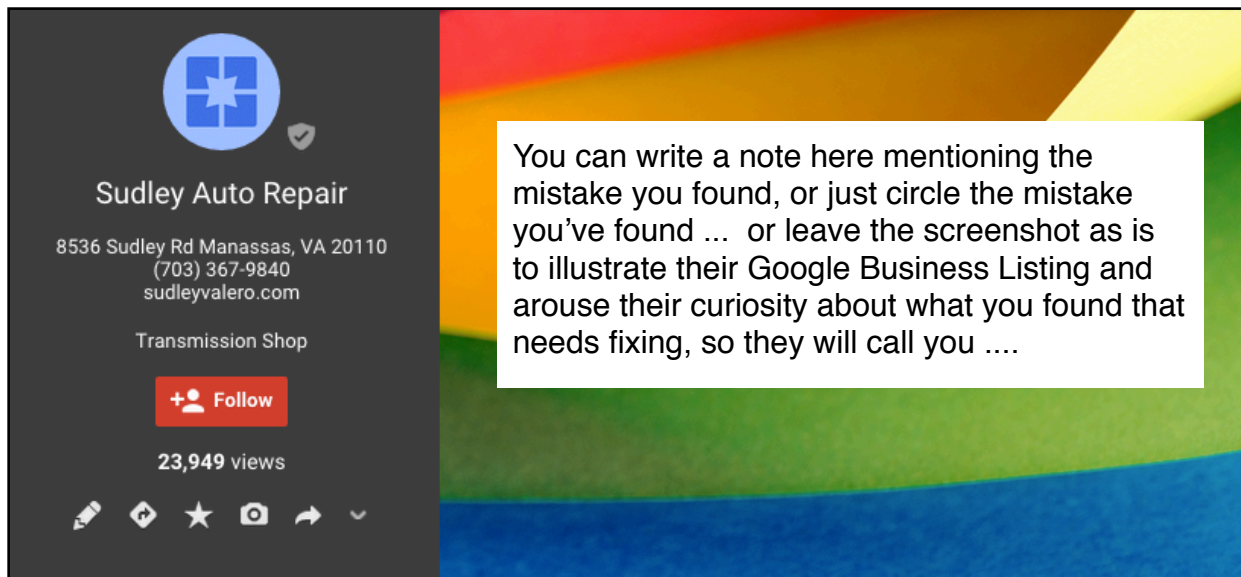
(.....Your Phone Number)

PS -- 4 out of 5 consumers search online for local businesses before they call or visit, and most of those searches are done on Google. Plus, Google research has found that people usually buy something from a business they searched for and found online -- often within a day or less. That's why it's important for you to get this problem taken care of quickly.

### Google Maps Letter Example #3 - With Google Business Page Screenshot

Dear [insert business owner name or, if you don't know the business owner name, Business Name Marketing Director]

I was just searching for your business on Google and I noticed a mistake that I think you'll want to know about.



If you'd like to find out more, give me a call at [insert your phone number here] or shoot me an email at [insert your email address].

I'll explain the problem I found and what needs to be done to get it fixed quickly so you can stop losing business.

Sincerely,

(....Your Name)

(.....Your Phone Number)

PS -- 4 out of 5 consumers search online for local businesses before they call or visit, and most of those searches are done on Google. Plus, Google research has found that people usually buy something from a business they searched for and found online -- often within a day or less. That's why it's important for you to get this problem taken care of quickly.