



Hi [client],

I hope you're well!

I was trying to find [their business] online recently, but when I searched for [type of business] in [area], I couldn't find you anywhere.

What's the first thing people do when they have a question in this day and age? They Google it.

In 2019, a survey by Deloitte found that 97% of consumers go online to find and research local businesses.

Also, my research suggests that there are [x number] of people searching for local [types of business] every month so, without a website, you're missing a huge opportunity to reach more clients/generate more sales.

Luckily, I recently learned how to create sleek, modern, and engaging websites specifically for small businesses. I'd love to arrange a call to discuss the ways in which a website could boost your business.

Thank you,

[Your name]