

**Wave 1**

Subject line A: it's a bird, it's a plane...

Subject line B: bringing 20% more leads to {{Company}}

Hi {{FirstName}},

The real hero this summer is {{Company}} and the HVAC services you're providing to {{City}}. Let's make sure the tales of your efforts reach every corner of the city.

For 2k USD/month, our digital advertising packages extend your team, driving steady lead flow.

We recently helped a Miami-based HVAC company boost their call and form submissions by 22% year-over-year.

Let's set something up if you'd like to bring similar results to {{Company}}.

Best,

{{SendingEmail.SenderFirstName}}

**Wave 2 - Same thread**

Hi {{FirstName}},

I took a look at your website and am impressed with the work {{Company}} has done in {{City}}. I have some ideas on how you can better display your HVAC services to clients - maybe drum up some additional business during the slow season.

Let me know when you have time to connect; I'm happy to hop on the line if that's easier.

Best,

{{SendingEmail.SenderFirstName}}

**Wave 3**

Subject line A: year-round leads for {{Company}}

Subject line B: assisting your outreach efforts, {{FirstName}}

Hi {{FirstName}},

The summer heat has customers focusing on air conditioning this month, but in a matter of weeks, you'll need to remind them how important {{Company}}'s HVAC services are year-round.

At Built-Right Digital, we specialize in supporting HVAC companies by helping turn your technical expertise into steady business growth. For just 2k USD per month, our full-service digital advertising packages serve as an extension of your team, increasing your campaign output.

Let's talk if you're already bringing in 1m USD. How does your {{weekdays\_from\_now 3}} afternoon look?

Best,

{{SendingEmail.SenderFirstName}}