



The Pain Formula

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- Make the prospects latent pain into a realized pain
- Make it hurt as much as possible
- At the end, position yourself as the “Doctor” who can make the pain go away

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Hey [prospect],
I noticed that your website currently isn't running [solution] which typically increases monthly revenue by 34%.
Implementing [solution] to increase sales is something we help [industry] companies with all the time. Some of our clients include [X,Y,Z].
So if it makes sense to talk, let me know what your calendar looks like.
But if not, who do you recommend I talk to?
Thanks,
[Your Name]

Example: Recruiting Software

Hey Candice,
Great connecting with you here.
Now I noticed that even though you're such a large hospital, you're still processing all your recruiting applications manually. And I'm sure you're getting hundreds of applications per month.
I actually help hospitals like yours automate the entire recruiting process with technology so you and your team can focus on finding the best candidates rather than administrative work. In fact, some of our clients include [X,Y,Z].
So if it makes sense to talk, let me know what your calendar looks like.
But if not, who do you recommend I talk to?
Thanks,
[Your Name]

Example: Instagram

Hey John,
Great connecting with you here.
Now I noticed that your restaurant currently isn't running an Instagram account which typically can increase local foot traffic by 65% for restaurants in the Los Angeles area. Starting, running, and creating content for Instagram is something that we actually help LA based restaurants like yours with all the time. In fact, some of our clients include [X,Y,Z]. So if it makes sense to talk, let me know what your calendar looks like. But if not, who do you recommend I talk to?
Thanks,
[Your Name]