

## EMAIL #1

### TEST OPTION B

**Subject line:**

[FIRST NAME], zero-stress accounting is here

**Preview text:**

Your books are taken care of with the right people behind you

**Body:**

Hi [NAME],

How often is accounting on your mind?

Whether it's all the time or not at all, companies like [COMPANY NAME] need a proactive bookkeeping plan to **boost profits** and **minimize tax liability**.

██████████ creates full service business accounting plans to handle your bookkeeping & tax headaches, year-round. With a proactive accounting plan, our clients gain back an average of 15 hrs/month **and** save 10%-15% off taxes.

Let's connect about getting accounting off your plate for good.

Schedule a call with us [here](#), and feel free to reply to me directly with any questions about how we can help.

Cheers,

[NAME]

Partner | ██████████  
(123) 123-1234

P.S. - We'll take care of your personal tax prep and filing, too!

Not interested in hearing from me again? Just reply to this email to let me know.

## Email #2

### TEST OPTION B

**Subject line:**

THE accounting plan [COMPANY NAME] needs

**Preview text:**

Say goodbye to uneasy guesswork.

Hi [NAME],

To put it straight: Accounting is a tough hill to overcome. Strategic bookkeeping takes time, understanding, and energy...

...and it's something most companies don't want to master on their own.

Want to see how [COMPANY NAME] can instantly benefit from a [REDACTED] accounting plan?

Businesses like yours rely on us year-round to take bookkeeping and taxes off their plate:

*"The [REDACTED] team has allowed our executive team to focus attention on business growth, while we leave the accounting to them."* - Alamin Uddin, CEO of NexHealth

*"Second testimonial quote here..."*

I'm confident that [REDACTED] can do the same for you.

[Schedule a call](#) with us today.

Best,

[NAME]

Partner | [REDACTED]

(123) 123-1234

P.S. - When you hire [REDACTED], you're gaining a *complete managed solution* with bookkeepers, tax pros, and controllers.

Not interested in hearing from me again? Just reply to this email to let me know.

## Email #3

### TEST OPTION B

**Subject line:** Easy-breezy tax seasons await

**Preview text:**

Know what to expect with year-round support

Hi [NAME],

[NAME] from [REDACTED] here - Just wanted to follow up with you one last time.

As our client, accounting is off your plate for good with a complete managed plan that's customized to your company needs.

Is this of interest to you? [Schedule a call](#) with us today, and let me know if you have any questions - I'm happy to help.

Cheers,

[NAME]

Partner | [REDACTED]  
(123) 123-1234