

**Attention Business Owners...**

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Eight Little-Known Lead Generation Secrets  
We've Discovered From Sending  
Over 10.6 Billion Emails





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# "8 Little-Known Lead Generation Secrets We've Discovered From Sending Over 10.6 Billion Emails"

Hi, my name is Lee Shore. You're about to discover the secrets of using email to create an avalanche of leads for your type of business. Regardless of what you currently think of email marketing or whether you've used email marketing before or not, you're going to see why email is one of the most prolific ways to grow your business... when you get things right! Better still, as you'll shortly see, you can get outstanding results with very little time, effort and cost.

You're about to discover the secrets of using email to create an avalanche of leads for your type of business. Regardless of what you currently think of email marketing or whether you've used email marketing before or not, you're going to see why email is one of the most prolific ways to grow your business... when you get things right! Better still, as you'll shortly see, you can get outstanding results with very little time, effort and cost.

I appreciate the figure of 10.6 billion emails is hard to comprehend, but over the last 17 years, we have been one of the world's most prolific email marketers... and it's not the volume of emails that's the important number... it's the number of leads we've generated

for our clients. During this time we've generated a staggering over **851,000 LEADS** (yes, that's eight hundred and fifty one thousand)... and **ALL** generated just using **EMAIL**. For example, last year alone we generated 51,827 leads for our clients. And despite what you might read or believe, there are no signs of it slowing down (but you have to get a lot of elements right).

I've created this **FREE SPECIAL REPORT** to provide answers to the following challenges that most business owners experience when it comes to generating leads:

✓ Finally, how to harness the power of email marketing to generate an endless supply of high-quality leads.

✓ How to create a powerful email campaign that gets instant results.

✓ The insider's guide to what works, what doesn't work and what you must apply to create winning email campaigns!

✓ How to do all this without it costing a small fortune and still generate a double digit return on your investment!

...and I'll also share with you the step-by-step system we use to guarantee results for our clients. Enjoy!

**Lee Shore**  
MD of Merrehill  
Creator of the 'R7-Method'



# From the Desk of Lee Shore

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**So, before we get into the report, let me ask you a couple of questions...**

- Are you struggling to generate a constant stream of leads for your business?
- Are most of the leads you generate poor quality and just waste your time?
- Are you sick and tired of spending time and money on things that deliver little or no return and no matter what promises are made, you just don't have a sustainable flow of quality leads coming into the business?

**And because of these challenges...**

...you're starting to wonder if you'll ever be able to take your business to the heights you thought were possible when you started it? Because after all, lead generation is the lifeblood of your business. Without leads there can be no clients... and so on.

Leads are the fuel for the growth of your business. The equation is simple...

**MORE QUALITY LEADS =  
MORE SALES**

To be frank, many business owners that I meet and are in your shoes, end up settling for what they've got, convinced that generating quality leads on autopilot is just a pipedream.

But I'm guessing that if you're reading this, you're not one of them! You don't want to settle for what you've built so far and want to go to the next level and beyond.

If so, I have good news, because this FREE Special Report is exactly what you need as it shows you how you can use email marketing and a proven system that's been built on strong foundations over the last 17 years to deliver a constant flow of the right type of leads for a fraction of what you ever thought possible... and with very little time and effort on your part. Quite frankly when you get it right, as you'll soon see, email marketing is THE best marketing channel you can ever use to get an abundance of leads.

Email marketing is also one of the least understood marketing channels, even though it's been around far longer than every relatively 'new' form of advertising such as Google Ads, Facebook advertising, LinkedIn advertising, YouTube Responsive Ads, social media marketing and so on.

**But you know what? Our Clients felt the same way too...**

You see, I know exactly how you feel right now because all of our clients (in hundreds of different industries), experienced the same challenges you're going through right now when it came to lead generation and client acquisition.

They'd tried most things including what their competitors were doing such as posting on social media every day and placing ads on Facebook, Google, YouTube and the like. But of course, that takes an enormous amount of time and people, which most business owners simply don't have, nor the deep pockets associated with running campaigns like that!

In other words, they tried a bunch of things, but nothing really worked...

**Until they discovered...**

...the secret to generating a conveyor belt of quality leads using email marketing.

Over the last 17 years we've perfected a proven system for generating a steady and often prolific volume of high quality leads using email marketing. It's called the 'R7-Method'.

And, as I said earlier, during this time we've helped hundreds of clients generate a combined total of over 851,000 leads using the R7-Method.

And I want YOU to be able to experience all this in your business, no matter where it is right now on its journey!

**Now, I know what you're thinking...**

"But Lee, my business is different! And I've tried EVERYTHING

Well, let me tell you why the R7-Method is different to anything you've tried before...

It's based on the results of sending billions of emails. It's current and uses the latest technology to deliver your email to the right people and the email itself is crafted using our trademarked Response Mechanics Framework™ (RMF) to generate the desired response (more on this later). Email marketing may seem like a simple tactic to use to generate leads, but it's far from it (I'll explain why shortly).

**But first, let me take you through the 8 secrets we've discovered...**



# Secret 1: There Isn't a Best Day to Send Emails

Once a client of ours has decided to run a campaign of promotional emails, approved a design and selected their audience, without doubt the most common question we get asked is; “When is the best time to send”?

There is a common belief that Tuesdays and Wednesdays are the most obvious days to send promotional emails, because they’re in the middle of the week but that is not always the case. In our 17 years of running email campaigns, we’ve always gone against this belief and advised clients simply “there is no best day” adding that we only avoid Monday morning and Friday afternoon, both for obvious reasons.

We advise this because, not only does it suit our delivery team better to spread campaigns out evenly, but also because we’ve genuinely never seen any evidence that one day is better than the other.

To prove this theory once and for all, I decided to do some research on the matter.

Taking a selection of around 50 clients, and only those that send Monday-Friday, I looked at the last 20,000 leads we have generated, compared directly with the number of promotional emails delivered over the same amount of time.

The results of this test were unsurprising, to me at least.

We generated more leads over the period on Tuesdays, Wednesdays and Thursdays, but this is because a greater number of promotional emails were

delivered on these days. We tend to deliver more on these days as you cannot convince everyone that Mondays and Fridays are OK!

Roughly speaking, the amount of leads generated over the period was due to how many promotional emails were delivered on that day. The emails delivered to leads generated ratio was negligible across all five days. In fact, Friday slightly led the ratio battle, but we must account for leads arriving on Friday from emails delivered earlier in the week.

Here are the results in all their unsurprising and quite boring glory:

Day	% of all emails delivered	% of all leads generated
Monday	16.39%	15.45%
Tuesday	23.95%	21.94%
Wednesday	22.87%	23.76%
Thursday	20.91%	20.77%
Friday	15.88%	18.09%

So, there you have it. Evidence to back up what was previously a theory.



## Secret 2: Unsubscribes Are a Powerful Metric

One of the attributes email marketing has over its comparisons, is the stats. The sheer amount of information you get back from one campaign is powerful.

Back in the day of mail shots, and fax marketing, it was completely different. The setup process was similar... define a target audience, write a compelling design, decide on best time and day to deliver, and then send.

But that was it of course. Almost "hit and hope".

The only stat you would get back was the number delivered, and of course how many leads were generated.

Email packs weigh more of a punch.

As standard, any decent email marketer post-campaign will look at:

1. Deliveries
2. Soft bounces
3. Hard bounces
4. Opens
5. Unique opens
6. Clicks
7. Unique clicks
8. Most popular link
9. Etc.

And beyond this of course, you can dig even deeper cross referencing particular parts of your target against links. Or which people were opening at which time. Looking for patterns all the time.

But there's one metric that many even don't look at enough, or on the flip side add too much negative emphasis on... It's '**unsubscribes**'.

This is always the first stat I look at.

Every time.

Your unsubscribe rate will tell you instantly how well engaged your email has been.

On a cold email, we're wanting to see 1-2% of your list unsubscribing.

Anything below that, you can wager your open rate is also low and the email hasn't really been noticed.

Above that? Great, more self-cleansing, and lots of engagement.

Maybe we just hit one too many wrong nerves.



*Every unsubscribe represents engagement. Your email has hit an inbox, and enough of the info has been digested or the reader to decide it's not for them. Also, your list is slightly more effective next time!*



## Secret 3: Prospects Aren't Interested in How You Do What You Do

When writing copy for any marketing piece, it's very tempting (and easy) to talk about who you are, what you do, how long you've been doing, why you do it and how you do it.

All interesting, but (generally) of no interest to your prospect.

The most sure-fire way of converting a read into a lead is to quickly and simply identify to your reader what the feature/benefit of your product is and how it benefits them.

And always lead with the biggest benefit.

If you'd asked me in the early years of running Merrehill what I do, I'd have answered, "I run a B2B marketing company".

Accurate, but vague.

Usually met with a nod of approval, or perhaps, "Ok, cool."

Ask me today, and my answer is different.

What do I do? "I generate leads for businesses".

The typical reply to this is now, "how?"  
Allowing me then, of course, to go into the nitty gritty of it all, explaining the **R7-Method** and how we get results for our clients.

You see what I'm doing, of course. I'm answering instantly, and automatically, with the feature/benefit to a potential client/prospect/referral partner.

As part of our design survey, we ask all clients, what are the features and benefits of your product/service?

How does it specifically solve a problem for your prospect?

And that's the key.

Highlight a problem and show them how you can fix it...

...or save them money.

...or improve efficiency.

...or whatever it is!

**In fact, here's a great example of a benefit-laden email that knocked it out of the park...**

[#HI\_Cname]

**Would you like a quick and easy timesheet portal designed exclusively for recruitment agencies?**

[TheTimeGenie](#) offers you a free branded portal and mobile friendly portal. Setup for you with a **FREE TWO-WEEK TRIAL**.

Features and benefits include:

- No setup cost, no tie-ins, pay as you use pricing.
- Branded with your colours and logos, hosted on your web address
- Different timesheets to suit your contracts
- Expenses module and receipt storage
- Powerful control panel with reporting and exporting to Excel
- Email/SMS reminders and alerts
- One-click approval - optional PIN number security
- Purchase and Sales Invoice Generation

And much more...

For more information, or to request your **free two-week trial**, please call me on **0203 4114 447**. Alternatively, you can reply to this email and I will be in touch.

Kind regards,

Graham Bridle  
**The TimeGenie**  
T: 0203 4114 447

**What our clients say:**

*"Implementation was quick and easy. The time savings we have seen in our back office are huge! I'd thoroughly recommend it, and it was so quick and easy to roll out."*

*"Utilising The Timegenie has enabled us to process timesheets much more accurately and efficiently than we had been previously which has freed up a significant amount of time for our staff. We found the system very easy to use and working closely with the development team were able to tailor the system to both ours and our clients' needs."*

**the timegenie**

5 West Court, Enterprise Road, Maidstone, Kent, United Kingdom, ME15 6JD | Reg No: 12046458

You have received this email as a corporate subscriber within the meaning of the Privacy and Electronic Communications Regulations 2003. Your personal data are protected under the UK GDPR and Data Protection Act 2018. Should you like to know how and why you have been sent this email, you will find further details on our [information page](#).

If this email is not of interest, you can unsubscribe [here](#).

## Secret 4: A Simple Design is More Often the Best Option

**There's little doubt that what you say in your email, is more than anything else, likely to be the deciding factor on the success or failure of your campaign.**

You're trying to find the balance between getting across everything you want to say, plus any offers, plus calls-to-action, and at the same time ensuring you're representing yourself accurately and professionally.

Now, this is where expertise really comes in handy.

With email, the goal is quite simple... we just want people *reading* your email.

You've already set your target and are confident that this is a criteria where a good level of your prospects will fit.

Chances are, they're already going to have some familiarity with the product you're offering.

Or they're familiar with the pain your product eases (see secret #3).

So how is that best represented? Most of our new clients when they come on board are expecting a full "flyer-style" email.

The type we're all most familiar with. Full of images and colours, laid out in an easy-flow style with call-to-action links in every box.

These looks fantastic!

But ultimately, they rarely work.

UNLESS your product has to be seen to be appreciated OR you're a known and recognisable brand, stay away from these flyers.

Go for a text-based email.

These are presented in the same format your email to a prospect from your own laptop would appear.

You address the reader by name. No images or gimmicks.

Just the info and the CTA (Call to Action) - the 9th part of the *Response Mechanics Framework™* - see later).

The only image should be in your footer (if you'd have one in there anyway).

These emails prove time and time again to generate more opens and ultimately more leads.

Want proof? Below is a good real-life example. It shows the two different creatives that were tested.


**One was a flyer style email and the other was a text-based email. Look at the difference in results!**

- **Left: Flyer version**  
**32 leads**
- **Below: Text-Based version**  
**129 leads!**

View this email in your web browser.  
If this email is not of interest, you can unsubscribe [here](#).

### Reliable Tube & Flatbed Laser Cutting Company

Save time and money on your manufacturing process



We've doubled our flat-bed laser cutting capacity, which has enabled us to bring you our latest investment: cutting-edge, state-of-the-art technology and 3D software courtesy of the BLM group.

**Get in touch**

**The BLM LT7 is the market-leading laser cutting technology for tubes and box sections, allowing high-speed lasers to now offer:**

The cutting of tube, round, square, open (such as C section, RSA and more) and special profiles.	Laser etch marking available.
Up to 12mm in thickness.	Large and small volume cutting available.

Cutting from 0.5" to 6" (SQ or round).

**We are BSI ISO 9001 2015 & BS EN 1090 CE Marking Exc 4 certified and operate a 24-hour production line. Our sheet metal capacity is below:**

1 New Bystronic 10Kw fiber laser & 1 New Bystronic 12Kw fiber laser.	4 Trumpf lasers, fiber technology (2 brand-new 8Kw fiber lasers).
2 Trumpf Press brakes (3 meter and 4 meter).	15mm thick Brass & 12mm thick Copper.
Stainless Steel cutting up to 40mm thick.	Mild steel & Aluminium cutting up to 30mm thick.
Folding up to 25mm thick.	Wear plate cutting up to 25mm thick.

**Find out more**

To discuss our services in further detail, please get in touch on

## 01384 444500

or reply to this email.

**High Speed Lasers Ltd**  
Block F The Stourbridge Estate, Mill Race Lane, Stourbridge, West Midlands, DY8 1JN | Reg No: 06051917

This email was sent to you as a corporate subscriber within the meaning of the Privacy and Electronic Communications Regulations 2003. Your personal data are protected under the General Data Protection Regulation and Data Protection Act 2018. If you would like to know how and why you have received this message, please visit our [information page](#).  
You can unsubscribe from future mailings [here](#).

[#HI\_CName]

Looking for a reliable, efficient laser cutting company?

Recently, we've doubled our flat-bed laser cutting capacity, which has enabled us to bring you our latest investment - cutting-edge, state-of-the-art technology and 3D software courtesy of the BLM group.

The BLM LT7 is the market-leading laser cutting technology for tubes and box sections, allowing high-speed lasers to now offer:

- The cutting of tubular, round, square, open (such as C-section, RSA and more) and special profiles.
- 3D cutting, enabling us to even create countersinks on parts.
- Cutting from 0.5" to 6" (square or round).
- Up to 10mm in thickness.
- Laser etch marking available.
- Large and small volume cutting available.

We are BSI ISO 9001:2015 and BS EN 1090 CE Marking EXC 4 certified and operate a 24-hour production line. Our sheet metal capacity is below:

- 1 new Bystronic 10kw fibre laser and 1 new Bystronic 12kw fibre laser.
- 4 TRUMPF lasers, fibre technology (2 brand-new 8kw fibre lasers).
- 2 TRUMPF press brakes (3 metre and 4 metre).
- Folding up to 25mm thick.
- Mild steel and aluminium cutting up to 30mm thick.
- Stainless steel cutting up to 40mm thick.
- 15mm thick brass and 12mm thick copper.
- Wear plate cutting up to 25mm thick.
- Weld preparation up to 25mm thick.


If you have any mock-ups of any designs that you'd like us to quote on, please feel free to attach them to this email directly.

If you would like further information, to discuss our services in greater detail or to receive a quote, please don't hesitate to call me on 01384 444500 or reply to this email.

Kind regards,

Chris Poole  
**Managing Director**  
T: 01384 444500  
F: 01384 440795  
M: 07894759216

**HSL HIGH SPEED LASERS**



**High Speed Lasers Ltd**  
Block F The Stourbridge Estate, Mill Race Lane, Stourbridge, West Midlands, DY8 1JN | Reg No: 06051917

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You can unsubscribe from future mailings [here](#).



## Secret 5: An Irresistible Offer is Hard to Ignore

Day in, day out, we all receive emails with special offers.

On my personal email accounts, these are sometimes of interest to me.

These are brands I've subscribed to and actively signed up to receive offers from.

But on my business account, a lot of emails I receive are of course cold.

"BUY NOW AND RECEIVE 25% OFF!"

25% off what exactly?

I've never bought anything from you!

I don't know what the full price is!

Having never used you/bought from you, how would I know if even 75% would be of value to me?

Yes, me, the reader of your email.

The first time you've communicated to me and you're already devaluing your product!

An offer can be an important hook on any campaign. Particularly to tip that interested prospect over the edge!

You can sell a great offer with terrible marketing.

But selling a bad offer with great marketing? You going to have a really tough time.

The offer can be half the battle.

When you put an irresistible offer (number 2 of the Response Mechanics Framework™ – see later) in front of a prospect that gives them what they need, gives them exactly what they want and/or shows them how to achieve their goal then it becomes almost impossible to say no!

**Shown right is a great example of an irresistible offer that worked well. Also notice, this is an example of when a flyer works well...**

[View email in web browser](#) | [Unsubscribe here](#)


[#informalname]

There's never been a better time to make the switch to greener alternatives.

I've listed our best deals below along with some great hybrid vehicles trending right now.


Remember, we receive maximum discount on every make & model and offer a Best Deal Guarantee, so as always if you need pricing on a specific make and model, do not hesitate to get in touch, either by replying to this email or calling on the number below.

Scott Simpson - 01282 857 850.

**Call free on 08000 833 711**  
use 01282 857 850 if your mobile operator charges for freephone numbers

## NEW Tesla Model 3

**ELECTRIC** Saloon Standard Plus 4Dr Auto



- Satellite Navigation
- 15" Touchscreen
- 264 Miles Range
- Base Autopilot
- 18" Aero Wheels


**Business from:**  
**£339**  
exc VAT / mth  
[VIEW DEAL](#)

**Personal from:**  
**£407**  
inc VAT / mth  
[VIEW DEAL](#)

**NOVEMBER DELIVERY!**

## NEW Audi Q4 e-tron

**ELECTRIC** Estate 125kW 35 55.52kWh Sport 5Dr Auto



- MMI Navigation Plus
- Heated Front Seats
- Rear Parking Sensors
- 19" Alloy Wheels
- Cruise Control

**Business from:**  
**£372**  
exc VAT / mth  
[VIEW DEAL](#)

**Personal from:**  
**£447**  
inc VAT / mth  
[VIEW DEAL](#)

## Secret 6: The Opening Sentence is Key!

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**The importance of the opening line of a promotional email is so often overlooked.**

The primary focus tends to be, rightly or wrongly the target.

And the subject line (see secret #8).

The sender name (please use an actual name, and not your company name).

And of course the overall message.

But I cannot stress how important that opening line is.

It sets the tone for the rest of the email.

It sets the tone for how you want to come across.

And it makes the reader decide if they want to read on.

If you know me, and us at Merrehill, you'll know we like simplicity.

Saying it how it is.

Here are two examples of two opening gambits, straight from my head to the page:

1. With over 17 years in the digital marketing arena ("arena", yuk), Merrehill offer managed B2B marketing campaigns that have been proven to generate leads, maximise results and drive traffic to your website.

2. Would you be interested in a quote on a B2B email marketing campaign?

Which do you prefer?

I'm hoping the second example..

The first example sounds lovely and is full of positive and engaging words.

But my word, it's boring.

We just want to get you interested in an email campaign.

And if you have even a slight interest, in my opinion, the second option would result in you reading further.

You instantly know what I'm offering.

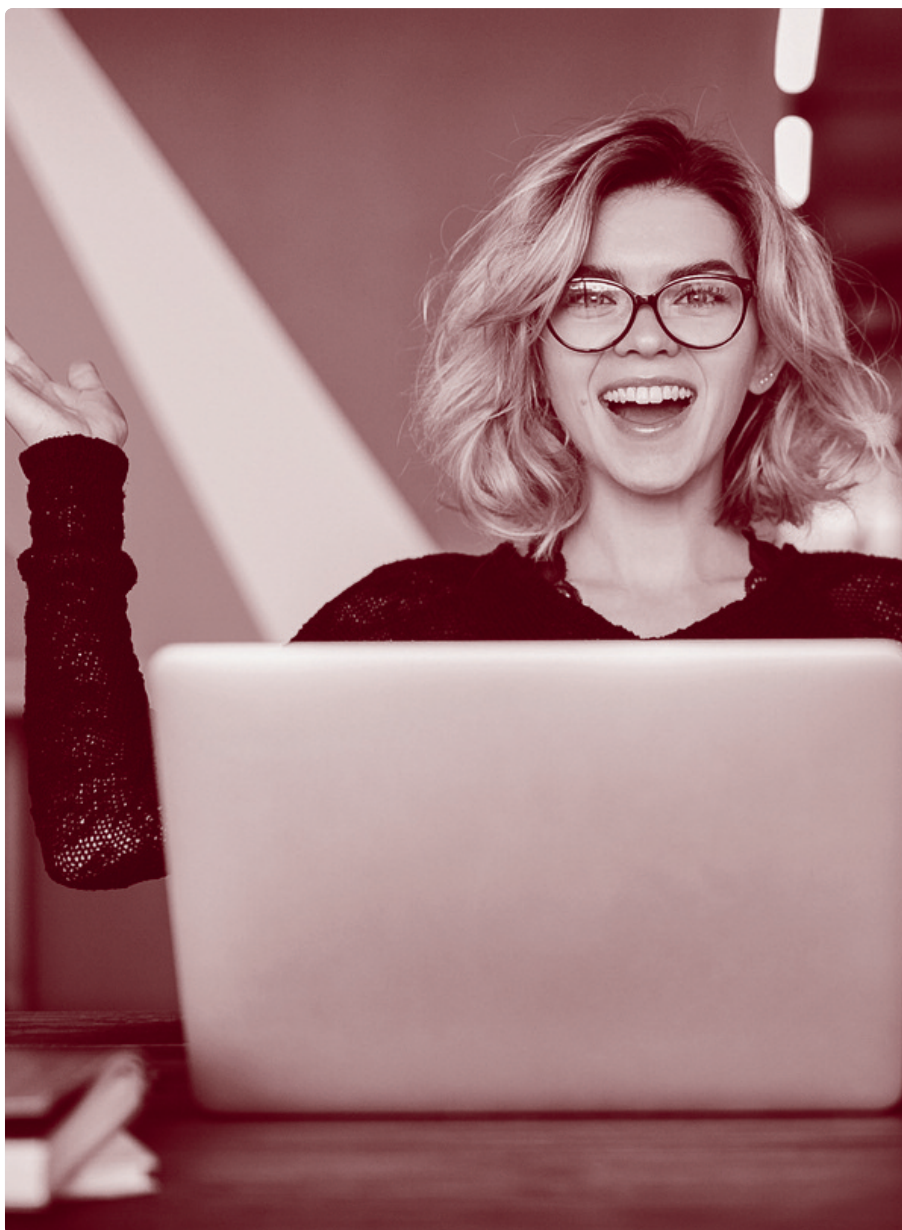
You know I'm pitching.

And you know in that first sentence exactly what I'm pitching!

It ain't pretty, but it works. Trust me.

For example, here are 3 real examples of openings that crushed it...

1. Are you looking for a reliable Brickwork contractor for your upcoming projects?
2. Are you looking to recruit staff, but do not want to pay expensive recruitment fees?
3. I am contacting you as we have successfully secured up to 5 years cash rebates for similar properties within [#town] for overpaid business rates.





## Secret 7: Consistency is King!

As well as the very targeted campaigns we run whereby we identify your audience from our database of over 1.5 million records by industry, geography and size, we also run campaigns for around 30 of what we call our "mass-market" clients.

These are our "bread and butter" clients who offer a product or service that is relevant to the vast majority, if not all, of our database.

I had a nice reminder of just how consistent we are for these clients recently.

My colleague Andrew started a game of "guess the leads" on our group chat.

This is where he gives us some basic info on the client, the product, and the audience size.

We then have to guess how many leads we generated for that client.

Just a bit of fun. The whole game takes less than a minute.

In this scenario, the example was a client who has been running campaigns with us every month since August 2012.

The client recycles old hardware.

Andrew keeps a tab on leads generated for him month on month.

The question was "How many leads have we generated for him since August 2012?"

Sean: "1,000?"

Me: "5,460?"

Shaun: "3,700?"

Ryan: "5,720?"

Andrew: (Drum roll)...

The answer was 7,016!!

The closest guess was nearly 20% out.

Incredible though, right?

A steady stream of leads for 8 years.

877 a year on average. 73 per month.

16 per week!

And I know this client has changed their message only 4 or 5 times in those 8 years.

I talk a lot about the struggles and difficulties we sometimes need to overcome for clients.

How managing expectations is a big part of our honesty policy. But sometimes, it's just easy.

A simple message. A big audience. A relevant service. Consistent stream (river) of leads for over 8 years.



**A simple message.  
A big audience.  
A relevant service.**

## Secret 8: Subject Lines

**There's little doubt, or disagreement when it comes to the power of the subject line.**

You've sorted your criteria/target, the message is fantastic with a great offer and unavoidable features and benefits.

But all that could be undone if you get the subject line wrong!

This ultimately of course determines if your email will be opened or not, it catches the eye and tells the prospect if it is something that may be of interest.

You could cheat of course, and write a subject line that guarantees an open, but has no relevance to the offer, but then you just end up with a false open stat and a list of disgruntled readers.

No, instead, be clear. And keep it short(ish).

Your subject line should make it clear to the reader what they can expect inside the email but leave it elusive enough to HAVE to open it to make an informed decision.

The tone of the subject should be in keeping with the email itself and your brand.

And of course, you should split test.

Come up with 2 or 3 subject lines, and run them across 10-20% (total) of your list.

Let the best performer take the other 80-90%.

Here are 5 subject lines that absolutely smashed it and saw lots of genuine opens (and leads):

1. "Hospitality at Wembley Stadium"  
Says what it is, but all the info inside the email of course
2. "Painting and Decorating contractor"  
Simplicity at its best
3. "Covid Business insurance pay-outs"  
The prospect here knows instantly if they're eligible
4. "EV Charge ports - grant available"  
Hot topic at the time, and an added incentive, all within 5 words!
5. "The Emailer's Gambit"  
Sent around the time of The Queen's Gambit on Netflix. Topical, and relevant.

All short, relevant and give an idea of what the content of the email is likely to be about. And all fantastically performing emails.



**Short, relevant and give an idea of what the content is likely to be about...**



# The R-7 Method

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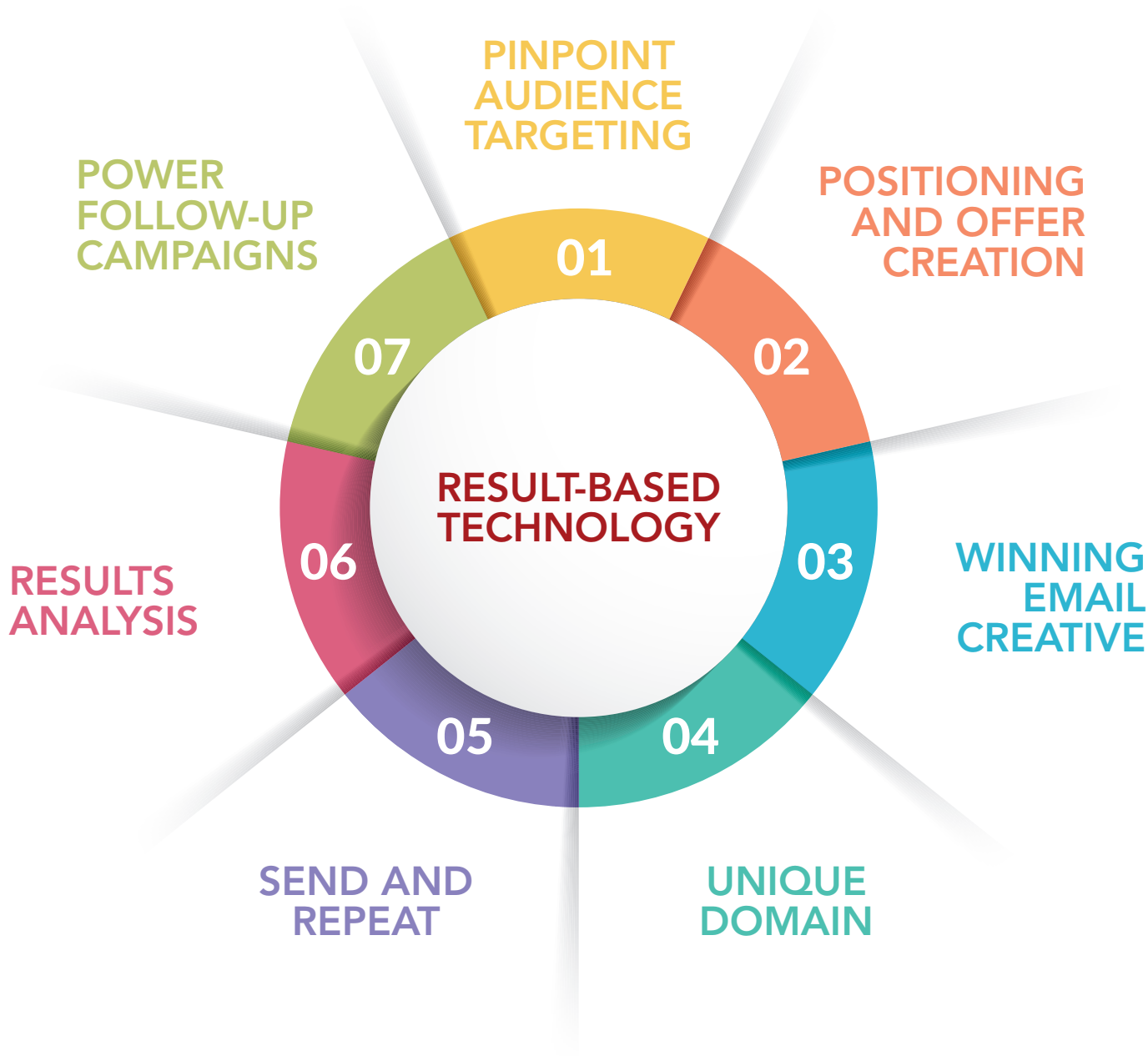
Those 8 secrets have helped us and more importantly, our clients, generate tens of thousands of leads and sales over the last 17 years, and will continue to do so.

BUT (and it's a big 'BUT')... How do you get these secrets (and much more) to work for you, without having to hardly lift a finger yourself? **Simple. You use the R7-Method.**

As I said earlier, this is the proven system we use to ensure all our clients get stunning results with their email campaigns.

So, let me now take you through the R7-Method so you can get it to work for your business too...

**Here's the high-level view of the R7-Method...**



# Results-Based Technology

At the heart of the R7-Method is the leading-edge technology we've developed over the years to ensure optimised results for every campaign we send for clients. We've invested millions in our proprietary tech to be able to deliver results with every email campaign we send.

You can't just send an email to thousands of people without a huge backdrop of specially honed technology. It's not a case of simply 'pressing a button'!

Furthermore, the 'email world' changes on an almost weekly basis, so our technology has been developed to be hyper agile to meet the changing face of the industry. Without having proven

results-based technology at the heart of the R7-Method, it's simply impossible to get results at the level we do!

## 1. Pinpoint Audience Targeting

The team discuss the intricacies of your product or service and laser target on the perfect audience. We have over 1.5 million email contacts in our own managed email list. We can select the perfect audience based on the following 4 demographics:

- Location: postcode, town, city, country, region, country (UK wide)
- Industry Sector: hundreds of industry sectors to choose from - 807 to be exact!
- Size: bandings from 1-5 right up to over 1,500 employees
- Position: the title of the target person or people

## 2. Positioning and Offer Creation

The team work with you to decide on the right irresistible offer for the email campaign.

## 3. Winning Email Creative

We ask you a number of 'Creative Questions' to enable the team to create a powerful email creative. The team work to our 'Response Mechanics Framework™' (RMF) to ensure we develop a creative that ensures you get a stream of leads.

## 4. Unique Domain

We create a unique domain for you (similar to your main domain) that we use to deliver your campaign. All links and images point to the same domain for best deliverability.

## 5. Send and Repeat

We agree on a send date and deliver the campaign usually within 1 day! Then 7 days later we always send a text-based follow-up email, to optimise leads further.

## 6. Results Analysis

Once the initial campaign is finished we talk through the results with you and plan for the follow-up campaigns.

## 7. Power Follow-Up Campaigns

We then schedule a series of campaigns to maximise lead flow and to help deliver your growth targets each year.

And that's how you too can use the R7-Method to create a constant stream of leads and sales for your business, using the incredible power of the R7-Method.





# So How Do You Get Started? And What's The Next Step?

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If you'd like to work with us so we can apply the R7-Method to your business and create a stream of high-quality leads, your first step is simple and without obligation. Simply complete a short form and then arrange a...  
**FREE no-obligation 'R7-Method Strategy Meeting' with us.**

During the meeting, we'll answer any questions you have and explain how we can work together and deliver your first email campaign.

But I have to tell you that we only put aside a small number of slots for these Strategy Meetings each week, and they fill up fast and because of the intense nature of the work we do with our clients, we can only take on 8 new clients a month.

Make sure you jump on this now and then you're all set.

**You can get started now by clicking on the button below.**

Just imagine what it will be like to finally start generating a constant flow of leads ready for you to convert into sales. Once and for all, have a sustainable lead generation machine working tirelessly for you.

You can absolutely do that with the **R7-Method** and with us by your side to make it all happen.

**CLICK HERE TO GET STARTED**

So go ahead and arrange your **FREE 'R7-Method Strategy Meeting'** with us by clicking on the button above. **Thank you.**



**Lee Shore** MD of Merrehill Ltd, Creator of the 'R7-Method'

P.S. Once you arrange your meeting with us, I'll share with you a number of case studies detailing the results we routinely get for our clients, but for now, below are a few to whet your appetite...

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## Professional Service

*"We have been using Merrehill for around 5 months and have been really pleased with service from the team and the leads we have received. All campaigns have been drafted exactly to our specification and any queries we have made are always responded to and resolved almost immediately!"*

**KM**

## Absolutely brilliant service from Lee and the team

*"We asked for some work to be done for us and within a week it was completed and the emails started to go out. Cannot recommend Merrehill enough. Very professional and so easy to deal with. A breath of fresh air."*

**Cheryl Simpson**

## Great company to work with

*"They took time to understand our requirements and produced a good value campaign. Excellent communications throughout the whole campaign."*

**Bill Wilson**

## A very happy client

*"I've used Merrehill in the past and again with my latest business and it has been a great decision. The results are excellent and the professional staff are easy to deal with."*

**Simon Taplin**

## Merrehill's Pay Per Lead model works great for us

*"As a growing business Merrehill's Pay Per Lead model works great for us. We get a manageable number of interested leads through regularly who match the demographic we're after and are keen to explore our services."*

**Tom**

## Efficient and faultless service

*"We have used Merrehill for many years but recently have extended that relationship producing campaigns for one of our largest clients who operate in the DIY and Construction sectors. The service has been as with our own campaigns, faultless and what's more our client is over the moon with the service received."*

**Gary Evans**