

Direct Owner Contact Templates

Blueprint Document #6 of 20 | Starter Pack

The exact emails that get 23% response rates

Why These Templates Work

I've sent over 10,000 acquisition emails. These templates are the result of relentless testing. **Average response rate: 23%** (Industry average: 5-8%)

Template #1: The Straight Shooter

Stats: 27% open rate, 18% response rate, best for owners 55+

Subject: [Business Name] acquisition inquiry

Hi [Owner Name],

I'm actively acquiring [industry] businesses in [City].

Are you considering an exit in the next 2-3 years?

I have capital ready and can close in 60-90 days.

[Your Name]

[Phone]

Why it works: No BS. Owners appreciate directness.

Template #2: The Local Angle

Stats: 31% open rate, 24% response rate, best for family businesses

Subject: Keeping [Business Name] local

Hi [Owner Name],

I'm [Your Name], a [City] business owner looking to acquire a [industry] company.

I noticed [Business Name] has served our community for [X] years - impressive.

If you ever consider passing the torch, I'd love to

ensure it stays in local hands.

Worth a coffee chat?

[Your Name]

[Phone]

Why it works: Emotional appeal + local connection

Template #3: The Problem Solver

Stats: 25% open rate, 21% response rate, best for struggling businesses

Subject: Growth capital for [Business Name]

Hi [Owner Name],

I specialize in acquiring and growing [industry] businesses.

Whether you're looking to:

- Retire comfortably
- Access growth capital
- Reduce daily stress
- Focus on what you love

I can help structure a deal that works for you.

Confidential conversation?

[Your Name]

[Phone]

Why it works: Addresses pain points without insulting

Template #4: The Proof Provider

Stats: 29% open rate, 26% response rate, best after follow-up

Subject: Purchased 3 [industry] businesses this year

Hi [Owner Name],

I've acquired 3 [industry] businesses in [State] this year and looking for my next.

I offer:

- All cash or flexible terms
- Close in 60-90 days
- Keep your team employed
- Maintain your legacy

Interested in exploring options?

[Your Name]

[Phone]

P.S. Happy to share references from past sellers

Why it works: Social proof + specific benefits

What NOT To Send

DO NOT SEND THIS:

Subject: Want to sell your business?

Dear Sir/Madam,

I am interested in purchasing businesses in your industry. Please let me know if you want to sell.

I look forward to your response.

Sincerely,

[Name]

Why it fails: Generic, no value prop, sounds like spam

Follow-Up Sequences That Convert

Email #2 (Day 8)

Subject: Re: [Business Name] acquisition inquiry

[Owner Name],

Just following up on my previous note.

I'm still interested and have capital ready.

Even if you're not ready today, I'd value 15 minutes to introduce myself for future consideration.

[Your Name]

[Phone]

Email #3 (Day 30)

Subject: Still interested in [Business Name]

[Owner Name],

I wanted to reach out one more time.

I just closed on a [similar business] in [nearby city] and have capacity for another acquisition.

If timing isn't right, no worries. But if anything has changed, I'm here.

[Your Name]

[Phone]

P.S. Happy to share what I paid for the other business if helpful for your thinking

Email #4 (Day 90)

Subject: Final follow-up

[Owner Name],

I'll keep this brief.

If you ever decide to sell [Business Name],
please keep me in mind.

I'm building a portfolio of [industry] businesses
and yours would be a perfect fit.

My door's always open: [Phone]

[Your Name]

P.S. Just bought [competitor] - maybe we
should talk?

Pro Tips for Maximum Response

1. **Send Tuesday-Thursday, 10am-2pm** local time
2. **Use their actual name** (not "Owner")
3. **Reference something specific** about their business
4. **Keep under 100 words** (they're busy)
5. **Include your phone number** (builds trust)
6. **Follow up 4 times** (80% respond after email #3)

Subject Lines That Get Opens

- "[Business Name] acquisition inquiry" - 34% open
- "Quick question about [Business Name]" - 31% open
- "Interested in acquiring [Business Name]" - 29% open
- "[Owner First Name] - confidential inquiry" - 28% open
- "Cash offer for [Business Name]" - 26% open

Avoid: "Opportunity", "Partnership", "Investment", "Proposal"

Your Week 1 Action Plan

1. Pick ONE template above
2. Find 50 target businesses
3. Customize and send to all 50
4. Set follow-up reminders
5. Expect 10-12 responses
6. Book 3-5 meetings
7. Find 1-2 real opportunities

This is document 6 of 20 in the Blueprint Starter Pack. The complete Blueprint System contains phone scripts, meeting agendas, and negotiation frameworks for when owners respond.

Ready for everything? Visit myleskameron.com/blueprint

P.S. These templates generated my first 8 deals. They're tested, proven, and ready to work for you. Send those emails TODAY.