

Calc U Later: Cold Emails

Email 1A

Subject line: Once you see this, you can't unsee it

Hi [First Name],

I grabbed this quote when I first heard it too, "being rich is not about how much you make, but how much you keep".

That's why even multinational companies go crazy about keeping their finances in check.

And you can do the same without hiring a full-time CFO.

We'll help you tackle those seasonal revenue swings:

- optimize your financial systems and projections
- maintain consistent cash flow
- spot inefficiencies draining your profits.

So you can spend more time growing your business and making smarter financial decisions.

[Let's schedule a chat here](#), to see how we can support you.

Best regards,

Amanda Johnson

CFO, Calc-U-Later Bookkeeping

P.S. If you have any questions, just reply to this email and I'll personally respond to it.

Email 1B

Subject Line: let's not do this again, not this year.

Hi [First Name], don't start this again

In 2025 stop making new plans as other HVAC businesses do.

I'm Amanda, CFO of Cal-U-Later for almost a decade. And I've seen too many businesses make this mistake, ignoring systems to chase results they never seem to get.

But we could help you build solid financial systems that tackle those seasonal revenue swings, to produce the results you need.

To maintain consistent cash flow, optimize profits, and make smarter financial decisions and projections.

So you can focus on growing your business not worrying about money.

[Let's schedule a chat here](#), to see how we can support you.

Best regards,

Amanda Johnson

CFO, Calc-U-Later Bookkeeping

P.S. If you have any questions, just reply to this email and I'll personally respond to it.

Email 2: Follow-up Email

Subject Line: You missed this {name}

Hey [First Name],

Sending you a quick reminder in case you missed my last email

Ignoring systems to chase results has cost too many small businesses, with the seasonal revenue fluctuations and inconsistent financial projections.

But we could help you build solid financial systems that tackle those seasonal swings to produce the results you need.

To maintain consistent cash flow, optimize profits, and make smarter financial decisions with projections.

So you can focus on growing your business not worrying about money.

[Let's schedule a chat here](#), to see how we can support you.

Best regards,

Amanda Johnson

CFO, Calc-U-Later Bookkeeping

P.S. If you have any questions, just reply to this email and I'll personally respond to it.