

Custom Restaurant Website Design Service Cold Emails

LONG FORM PITCH

Hi [Bob],

My name is [FIRSTNAME], it's nice to meet you. The other day I was looking at local restaurants in my area and I found [RESTAURANT NAME]. There were lots of great reviews and plenty of pictures that tell a great story. But I noticed that you all don't have a website, which is unfortunate considering how much time people spend online these days.

Coincidentally I have a knack for building simple but attractive restaurant websites, and I wanted to offer to build one for you. I'll take care of all of the hassle and technical details and then hand it over to you once it's complete.

All you'd have to do is tell me about your restaurant by filling out a brief five minute Google form, and pay my modest fee.

Considering the variety of skills needed to start a website from scratch, normally multiple people would have to get involved which gets confusing and expensive. But I'll do the whole job myself for only \$750 which will save you time, money, and countless headaches.

Here's what I'll do:

- I'll acquire a website domain name that suits your restaurant
- Obtain a premium website theme and adapt it to your establishment
- Scrape internet sources for the best media presentation of your restaurant to feature on your site
- Write quality and compelling web copy to populate your pages
- Put it all together into a clean and crisp website that puts your mark on the digital landscape
- Give you log in details with full control and conclude my involvement in the project

A few days from now, you could have a high quality website for [RESTAURANT NAME] more easily, cheaply, and painlessly than you previously thought possible.

Please let me know if this is of interest to you, I'd be happy to help you.

Best regards,

[SIGN OFF]

SHORT FORM PITCH 1

SUBJECT: hey, quick question about [restaurant name]

PREVIEW: I was trying to find your website this morning...

Hi friends at [RESTAURANT NAME],

This morning I was looking for you online and I noticed you don't have a website.

I can put together a beautiful website for you within the next 10 days and I can provide the hosting for you for an entire year for as little as \$795.

That includes:

- Your domain registration
- A beautiful web design
- The content for every page
- A custom email
- Hosting for 12 months

In a few short days, you could have a website that looks like this:

[INSERT PICTURE]

If you'd like to chat about your new website, just reply to this message with a few times that are good for you to chat.

[SIGN OFF]

Short Form FB Local Business alt:

Hey friends at [RESTAURANT NAME],

This morning I was looking for you all online and I noticed you don't have a website. I've spent a good deal of time in [LOCAL AREA] and I'd like to support local business.

I can put together a beautiful website for you within the next 10 days and I can provide the hosting for you for an entire year for as little as \$795.

That includes:

Your domain registration

A beautiful web design

The content for every page

A custom email

Hosting for 12 months

In a few short days, you could have a website that looks like this:

[INSERT PICTURE]

If you'd like to chat about your new website, just reply to this message with a few times that are good for you to chat.

[SIGN OFF]