# Email Templates for TMs- Lawrence Media Group

**Email 1: Initial Introduction to Lawrence Media**

**Subject:** Intro to Lawrence Media

Hi [Dealer Name],

I wanted to introduce you to Lawrence Media, a marketing partner that has been working with Shearer dealers to help grow their HVAC businesses. They specialize in marketing strategies designed specifically for HVAC companies, and I think they could make a big impact for you as well.

Lawrence Media handles everything from websites and lead generation to reviews and social media, allowing you to focus on running your business while they drive more customer inquiries.

Since you and I have worked together for a while, I wanted to personally recommend them as a great resource for taking your marketing to the next level. If you're open to it, I’d be happy to set up a quick introduction call with their team.

Let me know your thoughts.

Talk to you soon,

[Your Name]

**Email 2: Follow up**

**Subject:** Let’s Set Up a Time to Talk About Lawrence Media

Hi [Dealer Name],

I wanted to follow up and see if you’re still interested in learning more about Lawrence Media. They’ve been working with several other Shearer dealers and have seen great results with their HVAC-focused marketing strategies.

Lawrence Media can handle everything marketing related for you, helping you generate more leads and improve your online presence. If you have a few minutes, we can set up a quick call to discuss how they can help you out.

Let me know when you’re available, or you can reach out to them directly at info@lawrencemediaatl.com call the owner, Everett Lawrence at 256-653-3005. They will be able to quickly get you set up on online.

Talk soon!
[Your Name]