15 Done-For-You Outreach Scripts for Map Clients

How to use these

• Personalize the bracketed parts before sending.

• Send 5-10 per day, not 100 — quality beats volume.

• Follow up once after 3 days; then move on.

Cold email openers (1-5)

• Subject: quick question about [Business] on Google Maps — I ran a visibility scan for [Business] and found 3 spots where customers cannot find you. 2-minute read, no pitch.

• Subject: [Business] is invisible in [Area] — attached is a one-page map showing exactly where you rank around [Area]. Happy to walk you through it.

• Subject: your competitors rank, you do not (yet) — [Competitor] shows up in 8 of 9 nearby searches. [Business] shows in 2. I can show you the full picture free.

• Subject: free visibility report for [Business] — no call needed, just reply and I will send it over.

• Subject: 14 customers searched near you today — this is roughly how many map searches happen near [Area] daily. [Business] captures almost none of them.

Follow-ups (6-10)

• Just bumping this — the scan takes me 10 minutes and the report is free. Worth a look?

• I will keep it short: 3 fixes would move [Business] up the map. Want the list?

• No pressure either way — but your listing has 2 issues I would fix this week regardless.

• Quick video: I recorded a 90-second walkthrough of your map visibility. Link inside.

• Last nudge from me — the offer for a free scan stands until Friday.

DM / SMS versions (11-15)

• Hi [Name], I help local businesses show up on Google Maps. I ran a free scan for [Business] — want the result?

• [Name], found something interesting about how [Business] ranks near [Area]. 1-page report, free. Interested?

• Not selling — just sharing: [Business] is missing from [X] nearby searches your competitors win.

• I make a living fixing map visibility for [niche] businesses. First scan is free — want one?

• If I could show you exactly why [Competitor] outranks you, would you give me 10 minutes?

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