Local Business Website Outreach Pack

A Pickzox bonus for CinemaSites AI buyers — original outreach scripts written for this review. Use them to pitch website builds and redesigns to local businesses. Replace the [brackets] with your own details before sending.

How to use this pack

Pick one business per day. Check its website first. If it has no website, pitch a fresh build. If its site looks old or breaks on mobile, pitch a redesign. Send one message, then follow up once after three days. Never send the same message twice to the same business.

Keep every message short. Business owners read email on their phones. Your goal is one reply, not one sale in the first message.

Email 1 — No website at all

Subject: A quick note about [Business Name]'s website

“Hi [Name], I found [Business Name] on Google and noticed there is no website listed. Most customers check a business online before they call, so a missing site can cost real enquiries. I build modern, mobile-ready websites for local businesses, and I can show you a free mockup of what yours could look like. Would you like to see it? Thanks, [Your Name]”

Email 2 — Outdated website

Subject: Your website could be working harder for you

“Hi [Name], I visited [Business Name]'s website and it looks like it has not been updated in a while. A fresh, mobile-friendly design usually helps a local business win more calls and visits. I can rebuild it for you and show you a before-and-after preview before you pay anything. Shall I put the preview together? Thanks, [Your Name]”

Email 3 — Mobile problem

Subject: Your site on a phone

“Hi [Name], I opened [Business Name]'s website on my phone and parts of it were hard to read. Most of your customers browse on mobile, so this may be costing you enquiries. I can fix the mobile layout and refresh the design in a few days. Would you like a free mobile preview? Thanks, [Your Name]”

DM — Instagram or Facebook

“Hi [Name], love what you are doing at [Business Name]. I noticed your website could use a refresh — I build modern sites for local businesses and I would be happy to show you a free mockup. No obligation at all. Interested?”

Follow-up (send once, after 3 days)

Subject: Re: A quick note about [Business Name]'s website

“Hi [Name], just following up on my note from a few days ago. The free mockup is still available if you would like to see what a new website could look like for [Business Name]. Happy to send it over — no strings attached. Thanks, [Your Name]”

Five rules that keep you out of the spam folder

1. Send from a real email address with your real name. 2. Never attach files to a first message. 3. One business, one message, one follow-up — then move on. 4. Mention something specific about their business so the message cannot be a template. 5. Always include a clear way to say no.