

Made Simple Media Cold Email Sequence

Due Date	May 14, 2025
State	
Status	Done

Email 1

Subject A: Dreading this essential step?

Subject B: No one wants to do it, but...

Hey {{firstname}}

Dave Reeder from Made Simple Media here. How are you?

I have a quick question -

Are you excited to update your website?



Steve Westcott, the Managing Director at Cecil Macdonald & Co, had an out-of-date site that needed help. It didn't reflect his company's style or razor-sharp expertise. Worse, the old look left customers cold, making it a huge liability.

Steve needed expert help fast.

He came to me and my team at Made Simple Media to get a CMS Concrete site that didn't just look great, it also ranked higher so people saw their name at the top of search results. When they clicked the link, buyers got what they needed. Fast.

Here's what Steve had to say:

"We are delighted with the final result, which has already resulted in new enquiries for our business. And all in a timely fashion and within budget.

Would highly recommend Dave Reeder at Made Simple Media."

— Steve Westcott, Cecil Macdonald & Co.

Ready to update your site but don't want to tackle it alone? My team at Made Simple Media can make your site optimization stress-free and so your company ranks higher and performs faster.

Click here for a free, no-pressure discovery call.

Talk soon,

Dave Reeder

Email 2

Subject A: Side-step this disaster

Subject B: No one should experience this

Hey again {{firstname}}.

I want to tell you about how we helped the Sir Simon Milton Foundation when the worst happened. Out of nowhere, their website crashed and they lost important data.

The charity went from humming along to crisis mode in moments.



Matthew Sykes, the Chief Executive, called us in a state. He needed a new site and a server he could trust.

Luckily, my team knows Concrete CMS inside and out, so we rebuilt Matthew's site better and safer than ever.

At Made Simple Media, we focus on making your site's upkeep simple. You can manage most changes on your own, saving you the stress of running to tech experts whenever things don't work out.

I'll let Matthew tell you the rest:

“We switched hosts to Made Simple Media, took on a brand new CMS and we have never looked back. Dave was fantastic then and remains so. Always approachable, quick to respond and great tools to help you on your way."

— Matthew Sykes, The Sir Simon Milton Foundation

Today, Matthew can feel confident that his data is secure and focus on doing great work.

Want to bypass the nightmare of a website crash?

Contact us today for a free, no-pressure chat about your data security and how Made Simple Media can help.

Talk soon,

Dave Reeder

Email 3

Subject A: Need it done perfectly?

Subject B: Are you a perfectionist?

Hi again, {{firstname}}

What’s the best part of your job?

For me, it’s connecting with passionate clients like Dean George from The Badminton Zone.

Dean and his partner David wanted to sell virtual training to new badminton players. That meant memberships, paid plans, and a fun experience for everyone who visited.

When they came to us to bring it all to life, they had one stipulation -



After many rough drafts, meetings, and tweaks, my team produced a site that wasn't just fun, it made managing memberships and accounts easy, both for clients and the owners.

Here's what Dean had to say:
"We are so delighted with our business and Made Simple Media deserve huge credit for making our project come to life. We look forward to continuing our relationship with Dave and the team.
We would strongly recommend them to anyone."

— Dean George, The Badminton Zone

Do you dream of selling memberships or subscriptions, but don't know where to start?

Contact me at Made Simple Media and I'll talk you through how my team can build you a Concrete CMS-hosted site that turns your vision into a reality. Grab a spot on my calendar here.

Talk soon,

Dave Reeder

Email 4

Subject A: Do you need more marketing, or..?

Subject B: This is the real game-changer

Hi there, {{firstname}} ,

When it’s time to build a website, the best choice is a full-service marketing agency, right?

That’s what Chris from Respirex International thought when he needed a new site. He brought on a high-priced agency assuming they had a ton of skills to manage a site on Concrete CMS.

To his shock, the project fell apart after one guy quit.

It turned out that person was the only CMS Concrete developer. Once he walked out the door, everyone else scrambled to fill in the gap, but their marketers couldn’t manage the tech.

For all their promises, the professionals Chris trusted with his site couldn’t deliver.

Chris contacted me in hopes my team could salvage his site from the debacle, and we ran to help.



Unlike a traditional marketing agency, my team focuses on building websites for companies so they can have something that works, is easy to maintain, and doesn't require constant upkeep.

Our singular focus helps us give you the best service possible with a whole team of developers dedicated to getting your site up and running.

Here's what Chris had to say:
"Dave has made a number of websites for us and his work is always of a high standard. He is fast acting when we need help and I would happily recommend Made Simple Media to anyone looking for web development help."

— Chris, Respirex International

Ready to work with the top Concrete CMS experts? Contact me here to get a free, no-pressure call about how Made Simple Media can help you today.

Talk soon,

David Reeder

Email 5

Subject A: Does this eat up your day?

Subject B: Want to skip this part?

Good morning, {{firstname}} ,

Do you ever get worn out explaining what your company does to newcomers?



That happened to my client Matthew when his training company, The Performance Zone, decided to expand and offer physical therapy. His old site didn't have a good structure to help people find the services they needed, so he was constantly helping new customers.

Exhausted, he called me up.

I spotted the problem right away; his homepage didn't clarify the two sections of his business. I recommended splitting the page to help direct visitors to training or physio. That small change helped Matthew spend less time answering client inquiries while still signing on new clients.

Here's what Matthew wrote about his experience:

"Dave and his team did a great job putting my ideas to practice and I was kept informed as the work was underway. Highly recommend Dave and his team!"

— Matthew Naylor, The Performance Zone

Want a clear, simple site that does the explaining for you? Contact me today and I'll show you how my team and I can get the job done.

Talk soon,

Dave Reeder

Email 6

Subject A: Us vs. them

Subject B: You won’t believe this

Hi, {[firstname}} ,

How are you? I hope your week is going well. I wanted to ask - how well is your Concrete CMS website working for you right now?

A lot of business owners I meet have a great website, but they struggle with continuing problems like:

- Submitting constant support tickets and holding out hope someone will help
- A site they can’t edit because it wasn’t done right the first time
- Worse, a website that doesn’t do what it promises, which means tons of lost business



My team and I love Concrete CMS, but we approach your site differently; we make it something we can hand off to you and let you run with minimal upkeep, saving you £££’s.

That’s why I wanted to check in to see if you might need...

- A better design that shows off the best of your company
- New developments to help your site function better, faster, and smarter
- Access to editing so you can do it yourself, no tech support necessary
- Higher rankings on search results, both on Google and AI engines

With Made Simple Media on your side, you can get all of this and better customer support. The right website and team on your side means you have an easier day, less stress over technical issues, and much happier customers.



Want to see what my team can do for you and your company? Contact me here for a free, no-pressure call and I'll show you how Made Simple Media can make your site the easiest part of your job.

Talk soon,

David Reeder

Email 7

Subject A: No time to manage a site? Open this

Subject B: Low-maintenance = better

Hi again, {{firstname}} ,

I help companies solve a lot of problems with my web design over at Made Simple Media, and that includes artistic folks like Peter at the Henfield Theatre Company.

Their site needed to show off new performances, reviews, and help them with costume rentals. However, it couldn't take up too much of their time - they had to trod the boards!



My team at Made Simple Media focused on a site that highlighted the troupe's performances and costumes but could be maintained with minimal upkeep.

How did we do?

I'll let Peter tell you:

"Great personal service from Made Simple Media to understand our requirements, and explain every step in the design process for our new website. They are always on hand to give support and guidance, and we now have a professional website that is attractive and easy to manage. Many thanks!"

— Peter, the Henfield Theatre Company

Want a site that steals the spotlight? Contact me here for a free, no-pressure call and I’ll walk you through how my team can create the right website for you.

Talk soon,

David Reeder