**Cold Scare Tactic**

Subj: Warning: you might be in the crosshairs of lawsuit

Hello Name,

I found something you might want to see.

This business got sued for the same problem that you have on your website.

[Image / Link to ADA Lawsuit]

I detect similar issues on your site but would need your permission to run a complete scan to find exactly what needs to be fixed to bring your site into compliance with the Americans with Disabilities Act.

There is no fee for this for scan, and I’ll provide a summary of changes that need to be made, also at no charge…

My hope is that you will be better prepared should you ever find yourself in a similar situation, and that this gesture would warm you to seriously consider making these changes.

Please don’t hesitate to reply if you have any questions.

Regards,  
[Your Name]  
[Your Signature Block]

**Cold Scan Offer**

Subj: businesses getting sued for this problem?

Hello Name,

I’m sure you’re familiar with the Americans with Disabilities Act (ADA) and the requirements it places on business, but did you realize that this also includes your website?

And did you know that there are over 11,000 federal lawsuits filed each year against businesses who meet the threshold of compliance, but had something that makes their business vulnerable to a lawsuit?

Have a look at these lawsuits, all of which share some commonality with the problem you have on your website today.

[Image / Link to ADA Lawsuit(s)]

If your site is not ADA compliant, you are open for a lawsuit and this could mean thousands of dollars in settlements and attorney fees.

I think we both agree that prevention costs far less than attorney fees and settlement dollars. And this is a very real problem worth your attention, even if you feel it is unlikely that someone would ever sue you for having an inaccessible website.

What I propose is that you allow me to perform a scan of your online presence and issue a free report that summarizes the issues and propose solutions to your most critical online liabilities.

All I ask is that you give serious consideration to my proposal (which will be reasonably and competitively priced) and what it means for your business.

Does that sound fair enough?

If so, please just reply with “I’m interested” and we’ll go from there.

Regards,  
[Your Name]  
[Your Signature Block]

**Paid Audit / Scan**

Subj: legal warning: you could get sued

Hello Name,

I noticed your website is not capable of being read by Americans with disabilities.

Compliance with the Americans with Disability Act may include your website, and businesses are being sued for not having the tools that enable those with disabilities to access your services.

For example:

There was a 181% was the Increase in ADA Title III Lawsuits filed in 2018

Over 10,000 local businesses were sued in 2019 because their website was not compliant with new ADA laws

A New York wine magazine was sued, and court ordered to make their website accessible to individuals with disabilities.

These lawsuits and court orders are expensive consequences of ignoring the problems with your website.

Do you want to head off this potentially damaging situation?

If so, just reply and I’ll provide a report of everything that needs to be address.

My fee is only $97, and it only takes about an hour to run the scan and provide all the actionable steps that you need to take.

And let’s not forget;

You are not only insulating yourself against a lawsuit. This step you are taking will help Americans with disabilities access your business’s products and services.

Do you want to get started now?

Please don’t hesitate to reply to me should you have any questions.

Regards,  
[Your Name]  
[Your Signature Block]

**Free Audit / Scan**

Subj: [ALERT] Potential legal issue with your website…

Hello Name,

I’m sure you’re familiar with the Americans with Disabilities Act (ADA) and the requirements it places on business, but did you realize that this also includes your website?

And did you know that there are over 11,000 federal lawsuits filed each year against businesses who meet the threshold of compliance, but had something that makes their business vulnerable to a lawsuit?

Have a look at these lawsuits, all of which share some commonality with the problem you have on your website today.

[Image / Link to ADA Lawsuit(s)]

If your site is not ADA compliant, you are open for a lawsuit and this could mean thousands of dollars in settlements and attorney fees.

May I perform a FREE scan of your website to determine the exact factors that could lead to a Title III lawsuit being filed against you?

I will also include a proposal for fixing the issues which you will find competitively and reasonably priced.

My fees are a fraction of the price you’ll pay for an attorney, settlement, and updates should someone decide to file a lawsuit against you.

Regards,  
[Your Name]  
[Your Signature Block]

**Free Scan to Proposal**

Subj: legal warning: you could get sued

Hello Name,

I noticed your website is not capable of being read by Americans with disabilities.

Compliance with the Americans with Disability Act may include your website, and businesses are being sued for not having the tools that enable those with disabilities to access your services.

For example:

There was a 181% was the Increase in ADA Title III Lawsuits filed in 2018

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A New York wine magazine was sued, and court ordered to make their website accessible to individuals with disabilities.

These lawsuits and court orders are expensive consequences of ignoring the problems with your website.

Do you want to head off this potentially damaging situation?

If so, just reply and I’ll provide a report of everything that needs to be address.

There is no fee for the report, and it only takes about an hour to run the scan and provide all the actionable steps that you need to take.

And let’s not forget;

You are not only insulating yourself against a lawsuit. This step you are taking will help Americans with disabilities access your business’s products and services.

Do you want to get started now?

Please don’t hesitate to reply to me should you have any questions.

Regards,  
[Your Name]  
[Your Signature Block]

P.S. I’ll also include a proposal for costs to correct the discrepancies found, and I promise they will be a mere fraction of the total price you’ll pay for an attorney, settlement, and updates should someone decide to file a lawsuit against you.

**Email Follow Ups**

Subj: Potential liability on your website

Hello Name,

Recently I contacted you regarding a vulnerability found on your website.

Several elements on your site make it very difficult for Americans with disabilities to access your content and services.

This violates the spirit of the 1990 Americans with Disabilities Act and businesses routinely get sued for a seemingly innocent mistake.

The cost for lawyers, a possible cash settlement, and a court order to fix the problems is many multiples the fractional cost to simply make the repairs before a judge issues an order.

Please see the attached proposal and consider it carefully.

It could very well save you tens of thousands of dollars.

Please don’t hesitate to reach out to me if you have any questions or would like to schedule some time to go over the proposal together.

Kind Regards,  
[Your Name]  
[Your Signature Block]

**Sales Follow up**

Subj: Circling back re: ADA website compliance

Hello Name,

I recently sent over a proposal to fix the issues on your website as they related to non-compliance with the Americans with Disabilities Act.

As you know, small businesses can get sued if they do not comply with the requirements.

I believe your company meets those requirements so at any time in the future, someone could file a lawsuit.

The cost of the suit is many times the cost of repairs.

Please consider my proposal and how it could save you tens of thousands of dollars.

Are you ready to get started?

If so, please just reply and we’ll set up a kick-off meeting.

As always if you have any questions, I am available at your earliest convenience.

Regards,  
[Your Name]  
[Your Signature Block]

**Sales Follow up with scarcity**

Subj: Lots of Liability | Limited Availability

Hello Name,

I recently sent over a proposal to fix the issues on your website as they related to non-compliance with the Americans with Disabilities Act.

As you know, small businesses can get sued if they do not comply with the requirements.

I believe your company meets those requirements so at any time in the future, someone could file a lawsuit.

The cost of the suit is many times the cost of repairs.

Please consider my proposal and how it could save you tens of thousands of dollars.

Are you ready to get started?

If so, please just reply and we’ll set up a kick-off meeting.

If not, please let me know. I can only work with two more clients in [town].

Regards,  
[Your Name]  
[Your Signature Block]

**Order Confirmation with Upsell**

Subj: Your Order Confirmation | Thank you for your order!

Hello Name,

Your payment has been received and work is starting today.

I just wanted to take a minute and personally thank you for working with me.

As a gift, I’d like to offer you a free SEO scan.

This scan will uncover problems with search engine optimization and reveal how you can use your new ADA-compliant website to generate even more leads and referrals.

I know you are already interested in growing your business, so let me know if you want to claim this free SEO scan and report.

Otherwise, work on your ADA compliance will commence and finish in a few days depending on the site of your website.

As always, reach out with any questions.

Thank you for your business.

Best Regards,  
[Your Name]  
[Your Signature Block]

**Delivery Update and Referral Request**

Subj: Final Stages of Delivery

Hello Name,

Just wanted to pen this little note to you regarding the status of our project.

Work is nearly complete, and delivery is set for the week of [date].

Since we’re coming to the close of this project, I was wondering if you knew of anyone who had similar ADA compliance issues with their website, or are just as attentive to the needs of their customers as you are.

If you do know of someone, would you be willing to share their contact information with me or make an introduction?

If the referral turns into new business for me, I am happy to provide you with [compensation, free stuff, some value – typically cash reward or gift]

In any event, thank you again for your business and for working with me.

Regards,  
[Your Name]  
[Your Signature Block]

**Delivery Email**

Subj: Your website is now ADA Compliant!

Hello Name,

This message is to notify you that your ADA compliance project is now completed.

I have attached a report detailing the corrections that were made, as well as any additional recommendations that are out of scope for the project.

If you have any questions, please just reply, or give me a call at the number below.

Regards,  
[Your Name]  
[Your Signature Block]

**Upsell Email**

Subj: You’re compliant! …now what do you do?

Hello Name,

Now that we’ve fixed up all the little things on your website that were pushing you out of compliance, I want to take a minute to discuss another issue that begs for awareness.

Your Google Profile could also use a little work.

As you know, customers are using Google to find the products and services that they need, and when they do a search, they find you or your competitors on Google Maps.

This is presented as your “Google My Business” profile and this is a property that you can control. Your offers, promotions, reviews – can all live there and help you get a ton of new business.

Be that as it may – your profile is unclaimed and unmanaged!

That means the competition is ranking higher for YOUR search terms, so you are certainly losing a ton of business.

Since the ADA project is now complete, would you consider my proposal to fix this Google My Business aspect of your digital presence?

Regards,  
[Your Name]  
[Your Signature Block]