

THE OUTCOME SHEET

25 kinds of local business, 25 service-to-outcome swaps, and a cold email that sells the feeling.

Nobody wakes up wanting a service. They want the thing the service gives them. Same price, different sentence, different feeling. Find your business below, steal the line, then write your own in the blank row.

Business	Not this (the service)	Say this (the outcome)
Carpet cleaning	We clean carpets	Your house smells like the day you moved in
Web design	We build websites	Customers find you on their phone before the other guy
Tax prep	Tax preparation	Keep more of what you earn and sleep in April
Cold email service	We send cold emails	A full calendar without you picking up the phone
Coaching	We offer coaching	You stop guessing what to do next
Plumber	Drain cleaning and repair	No more standing water, no more Saturday emergencies
Roofer	Roof replacement	One less thing to worry about when the storm comes
HVAC	AC repair and maintenance	A cool house in August and a bill that does not surprise you
Landscaper	Lawn care	The nicest yard on the street without touching a mower
House cleaner	Residential cleaning	Walk in Friday to a home that is already done
Dentist	Cleanings and whitening	Smile in every photo without thinking about it
Chiropractor	Spinal adjustments	Get out of the car without bracing yourself
Personal trainer	Training sessions	Fit in the clothes you kept 'for later'
Real estate agent	Listing services	Sold in weeks, not months, for a number you are proud of
Insurance agent	Policy reviews	If something happens, your family is fine
Accountant	Bookkeeping	Know exactly where you stand every Monday morning
Photographer	Headshots	A photo you are not embarrassed to put on LinkedIn
Auto repair	Brake and engine service	A car you trust on the highway with your kids in it
Pest control	Quarterly treatments	Never explain to a guest why there is a bug
Pressure washing	Driveway and house washing	The house looks new from the road again
Electrician	Panel upgrades	Run everything at once and never trip a breaker
Painter	Interior painting	The room you actually want to sit in
Restaurant	Catering	Host the party and still get to enjoy it
Daycare	Childcare	Work all day knowing they are happy
Marketing agency	Social media management	Show up every day online while you run the business
Your business		

THE COLD EMAIL THAT SELLS THE FEELING

EMAIL

Subject: [the outcome, in 5 words] e.g. Full calendar, no phone calls

Hi [first name],

Quick one. I noticed [one specific thing about their business].

I help [type of business] in [town] get [the outcome line from the table], without [the thing they hate].

Last month that looked like [one real result, with a number if you have one].

Worth a five minute call, or should I send two examples?

[YOUR NAME]

SUBJECT LINE SWAPS

Not this

Web design services

Cleaning quote

Tax preparation 2026

Lawn care pricing

Introduction

This

Found before the other guy

Walk in Friday, it is done

Keep more, sleep in April

Nicest yard on the street

One less Saturday emergency

Educational only. No results promised. Only promise outcomes you can actually deliver.

Got the line. Need the list?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com