



Email 1: Establish the Connection & SSF Invite

Subject: Re: [Asset Title]

Body:

[Name], just saw you downloaded a resource on [LM theme].

Not sure if you're looking for more support in that area to help your biz grow.

Happy to share playbooks and frameworks across any SaaS challenges you can think of.

Either way, thanks for joining the list!

- [SDR]

Email 2: Social Proof Curiosity

Subject: Join 3,017 founders (w/ 45+ exits and \$300M in aggregate revenue...)

Subject 2: 45+ Perfect Exits (and more on the horizon...)

Body:

[Name],

We don't send slimy sales emails. We dislike those and assume you do too.

Dan Martell founded SaaS Academy 8 years ago on authenticity and genuine service, which are pillars of how we operate today.

Instead, I'll drop evidence of our success and trust that you'll let me know what questions you have. :-)

We've supported 3,017 founders, facilitated 45 successful exits, generated \$300M in total client revenue, achieved an average 57% increase in sales, and boosted conversion rates by 9x.

Actually, we've helped several founders very similar to you guys over at [Company], like:

[Libby](#) @ WootRecruit: \$43k → \$100k MRR in 6 months

[Brad](#) @ Elevar: 5x increase in MRR

[Claudia](#) @ Firmsy: \$10K → \$120K MRR (12x growth)



[Vince](#) @ REIRail: doubled customer count in 60 days
[Liam](#) @ Time Doctor: 3x'd his business
[Graham](#) @ Katchr: 3x'd his AOV
[Matt](#) @ Zoom: Increased ARR by \$200K
[Bob](#) @ VolunteerMatters: Just secured a \$50K contract

We have 211 other testimonials from founders who got similar results over the last 36 months, [here](#).

Do you have time on [one biz day] or [two biz days] to learn why how we can help you and [company name] see similar results?

- [SDR]

Email 3: Trojan Horse Audit

Subjects:

thoughts on rev growth at [Company]

Found massive inflection point for [COmpany]

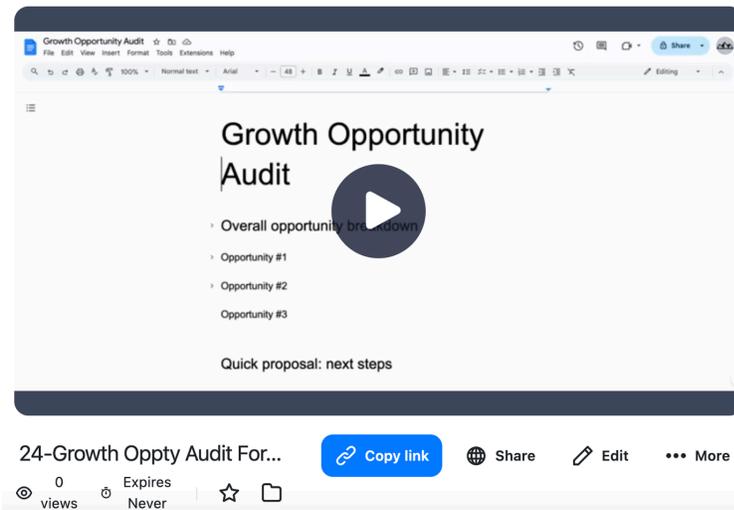
Body:

Just got a chance to explore [Company]'s site and I'm impressed by your value prop - differentiated, clear, bold.

But I did find 3 strategic areas you guys need to fix ASAP.

I think we might be able to help, if you're open to reviewing the quick video I made to confirm.

Just recorded it, ready to hit send:



Just say the word and I'll shoot over the short whiteboard analysis.

- [SDR]

PS: If you don't like what you see, no worries, you'll have a free blueprint to optimize your growth strategy. If you do, awesome, I'll get our head coaches to add more meat to its bones :)

Email 4: MRR Growth - Soft Ask

Subject: quick question for you

Body:

Out of curiosity, would you be able to handle a 2x in demand for your product (and MRR)

I ask because we've been implementing a few nearly turnkey strategies that our SaaS clients are using to create big spikes in conversions and revenue.

Recently, a SaaS company we've been working with saw a 170% increase in MRR with literally one strategic shift we made in their business.

Reason for the note - I spoke with our Head Coach about you and they think the same thing would work for [COMPANY NAME] too.

My calendar typically fills up quickly but I have a couple spots left this week to walk you through it.



Totally understand if you're happy with your current growth trajectory.

- [SDR]

Email 5: Johnny Page Ask

Subject: Re: great fit for Boardroom - please reach out to [Prospect Name] @ [Company]

Body:

[Name] - my CEO asked me to reach out once more. We help B2B SaaS businesses scale to \$30M+ ARR and get to your Perfect Exit. [Here's](#) a quick 3-min Zight I put together to show more.

Are you open to a quick coffee chat so I can report back to Johnny and let him know your status?

[SDR], can you please connect with [Prospect Name] at a company called [Company]? They're a growing [Industry] [provider/business] in [State]. Saw them come into our DB - have you reached out yet? We'd be a perfect partner to help them scale up based on what I can see on [Crunchbase/LinkedIn]. Pls get in touch to see if they might be open to coming into Boardroom.

Can you lmk once you hear back from them? Thanks!

JP

Email 6: Success Story

Subject: How Brad @ Elevar went from \$120k → \$4M ARR (33x)

Body:

When he joined us, Brad wasn't even at 5 figures per month. Fast forward, and he's now at **\$4M ARR – a 33x increase** (with a valuation in the range of \$10M to \$12M).

When Brad started, he was constantly firefighting, trying to keep up with the demands of a rapidly growing business.



Then, he streamlined his revenue operations, creating a clear path from prospecting to closing deals. This shift allowed him to focus on what really mattered – growing.

He zeroed in on what his ideal customers truly valued, saw a remarkable uptick in customer satisfaction and loyalty, and adopted agile methodologies.

Brad's team became more efficient, delivering key updates faster and keeping their customers happy.

One of the coolest things Brad did was setting up behavioral triggers to identify power users. These users became Elevar's biggest advocates, spreading the word and driving organic growth.

Brad turned chaos into clarity and built a more resilient, customer-focused business.

As he put it, "SaaS Academy helped me get out of the weeds and focus on scaling Elevar in a way that felt sustainable and exciting."

We have almost 100 other testimonials from founders who saw similar results, [here](#).

I know you're busy, but can you take out 3 seconds to reply here and let me know whether you could potentially see this helping you guys?

No pressure - we are selective about who we bring into the program but I do want to see if we can help so I know if I should move on to others who are ready to go all-in.

- [SDR]

P.S. All my 1-1 intros are informal screening calls. Spots fill up fast [here](#).

Email 7: Invite to Wisdom Circle

Subject: One-time invite to our inner circle (try it free)

Body:

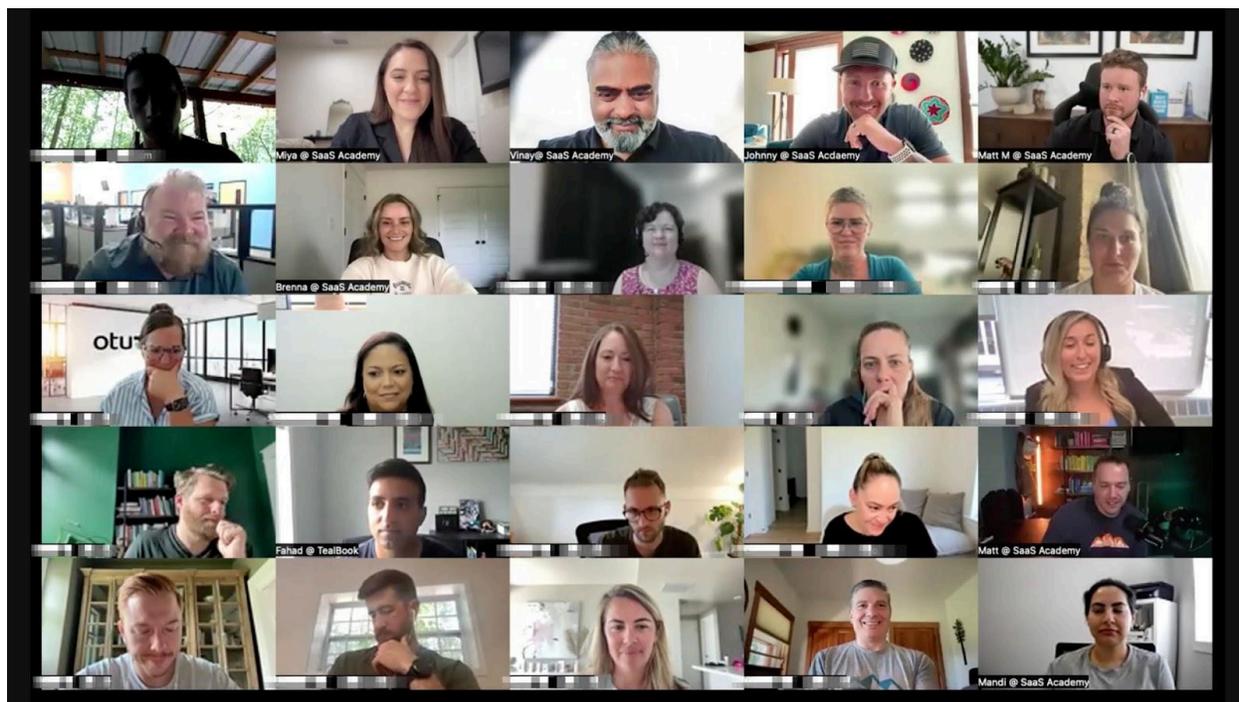
[Name], Boardroom is the elite mastermind program SaaS founders join when everything else has fallen short... when they're ready to find their tribe.

Our mandate in Boardroom is simple: propel you to your Perfect Exit™ by getting you to \$10M+ per year in revenue.



On [Date], we're hosting our once-per-month Wisdom Circle call for members where we bring in a panel of SMEs across 5 domains: Marketing, Sales, Customer Success, Product Management, and Admin.

Break-out sessions are curated to address unique scenarios scaling SaaS companies face. Here's our last call:



We have a few FREE trial slots left for this upcoming workshop and are opening access for qualified drop-ins to see what it's like inside.

If you want to check it out, I can green light you and let my CEO know you'll be attending.

(This isn't a sales call. It's a coaching call w/ our existing clients). Lmk if you wanna jump on as a VIP!

- [SDR]

Email 8: Are You Against?

Subject:

Are you against making moves for [Company]?



is an inflection point around the corner for [Company]?

Body:

Let's bypass the BS...

We sell **transformation** for B2B SaaS founders.

I want to see if you'd be a fit for our platinum program because I think you guys are uniquely positioned for exponential growth given your current headcount and online presence.

As mentioned a few days ago, I went ahead and recorded a quick whiteboard breakdown of a few ideas for how you could do it.

You against me sending it over for you? (if you like it, cool, maybe we can help - if not, I'll dash).

Just hit reply if you'd like to take a look.

Best,
- [SDR]

P.s. all my 1-1 slots fill up fast [here](#) if you'd rather just hammer it out on zoom.

Email 9: Johnny Page: Long Copy Empathic Connection + VSL Link

Subject:

Body:

Hey [Name],

I know what it's like to be in your shoes. I wanted to share a bit of my story in hopes that it resonates with you and encourages you to connect.

I was born in Los Angeles, and at a young age, my family moved to North Carolina. Growing up, I watched my dad juggle multiple jobs, including running a custom cabinetry business. His relentless work ethic and dedication to our family were inspiring, but I never saw myself following in his footsteps into entrepreneurship.

It wasn't until I was 16, deeply passionate about golf, that I began to understand the importance of commitment and perseverance. I played golf in college and even considered going pro. However, life had other plans. After a series of events and a lot of soul-searching, I found myself diving into the world of business.



Starting as a commission-only sales rep for Xyz, I quickly realized the importance of resilience and innovation. I sold, supported, and trained customers single-handedly, growing my book of business beyond the company's initial expectations. This journey was filled with challenges, from handling customer success to eventually leading the company through an acquisition.

Joining SaaS Academy was another pivotal moment. I wasn't looking for coaching initially, but after a call with Dan Martell, I realized the value of having a mentor who truly understood the SaaS landscape. The insights and support I received were game-changing, helping me navigate complex business challenges and ultimately leading to a successful exit.

Today, as CEO of SaaS Academy, my mission is to help founders like you achieve your greatest potential. I understand the highs and lows of this journey and the immense pressure to succeed. That's why I'm reaching out – to offer my support and see if there's a way we can help you scale your business.

I've recorded a quick video sharing more about how SaaS Academy works. You can watch it [here](#).

And [here's](#) a longer proposal sharing the details on the program. Usually we don't send this link unsolicited but I genuinely think you'd KILL it in Boardroom. And I can't say that for every business.

Check out my links then let me know if you think it sounds like something you'd be into.

Best,

Johnny Page

CEO, SaaS Academy

Email #10: Johnny Page: Pushing with Urgency

Subject: what's the deal?

Body:

Hey [First Name],

I wanted to take a moment to introduce you to something that might be a game-changer for your business.

At SaaS Academy, we're a highly selective, elite mastermind group for SaaS founders looking to level up en route to their perfect exit.



But let me be upfront: Boardroom, our top-tier program, isn't for everyone.

Who It's For:

- ✓ Founders committed to breaking through growth plateaus and scaling rapidly.
- ✓ Leaders willing to invest in themselves and their teams.
- ✓ Companies with a proven product-market fit, ready to optimize and expand.

Who It's Not For:

- ✗ Those looking for a quick fix without putting in the work.
- ✗ Founders who are comfortable with the status quo and not looking to scale aggressively.
- ✗ Businesses without a clear vision or direction.

If you resonate with the first group, Boardroom could be exactly what you need. We offer:

- Direct access to top-tier coaches and industry experts.
- Exclusive workshops and masterminds.
- A community of like-minded founders who challenge and support each other.

But we currently have only 5 spots left for our next cohort. I'd have to officially qualify you after a chat but if accepted, this is your once-in-a-lifetime opportunity to join a close-knit group of top 1% founders who EMPOWER one another like Leonidas and his army of 300.

If you're interested, let's schedule a call to discuss further. This isn't a sales pitch – it's a chance for us to see if Boardroom is the right fit for you and vice versa.

Let me know if you'd like to connect. I'm busy the next couple days but have a little time early next week.

Johnny