

# Energy: 500 Lead/Week “War Stories” Email Drip Campaign

Text-based/“from” contact owner, then cycled into ongoing content campaigns if no engagement in this initial quasi-onboarding campaign.

*Third Version of Draft Campaign, incorporating feedback*

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## Email 1: Introducing Liquidity Services

Sent as soon as contact hits list.

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Liquidity Services + <COMPANY>

Hi there, <NAME> –

You know that the industry is once again cycling and adjusting – and those adjustments lead to surplus assets.

For over 20 years, Liquidity Services has [recovered over \\$1 billion for our energy clients](#) through sales of surplus business assets – including pipe, equipment, and vehicles.

We solve surplus problems globally, in every asset class, in every condition.

Shell, BP, Chevron, and others use our asset management and sales platform to identify, value and sell assets to generate cash flow back into operations.

With over 20 years of broad experience, we can help you quickly narrow in on surplus asset strategies that fit your needs:

- We consistently attract energy-asset buyers from around the globe through auctions and privately negotiated sales. (See our [current energy auctions](#) for yourself.)
- Our certified appraisals give surplus assets market values and proper context – informing tough business decisions while lowering ad valorem taxes.
- We can buy your assets immediately, eliminating carrying costs and turning a burden into a cash boon.

If you need help, give me a call today. I can help you make the right adjustments to eliminate surplus, generate cash flow, and get back to business.

<CONTACT NAME & INFO>

## Email 2: Market Changes Pain Point

Send 4 business days after Email 1 *if* no response

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Reinvest in your equipment, <NAME>.

Hi again, <NAME> –

Instead of letting good equipment rust in the field, get the maximum recovery value by [selling your surplus energy equipment](#) on the secondary market.

When the time's right, you can reinvest that recovered revenue into new equipment – or, simply upgrade your current operations right now.

The market's moving quickly, too. Your surplus asset strategy should align with these trends to leverage the broadest possible marketplace to find the right buyers and maximize your cash flow.

[Ready to upgrade your energy surplus strategy?](#) You can call me anytime. Let's collaborate on <COMPANY>'s surplus management and get you back to business.

<CONTACT NAME & INFO>

## Email 3: Cross-Industry Surplus Pain Point

Send 4 business days after Email 1 *if* no response

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Need to sell idle equipment, <NAME>?

Someone from Liquidity Service's 3,600,000+ registered buyer base wants it.

Our team recently helped a large utility company that had trouble selling their wide range of business surplus to their immediate circle. The surplus included:

- An entire fleet of idle crew trucks
- Forklifts and warehouse vehicles
- General IT surplus like old laptops

Leveraging our more than 20 years' worth of [energy surplus experience](#) – with more than \$8 billion in completed transactions across 500 asset categories in every condition in nearly every industry – we now sell their business surplus to our wide buyer base.

We take care of everything, including:

- [Advertising auctions and direct sales](#) to relevant buyers across industries
- Vetting possible buyers
- Coordinating payment collection and dispersal
- Helping arrange buyer inspections and asset removal

So, does <COMPANY> have idle equipment you can't get off your hands? Call me, and I can help with that.

<CONTACT NAME & INFO>

## Email 4: Ad Valorem Pain Point

Send 4 business days after Email 3 *if* no response

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Still paying taxes on surplus pipe?

Hi there, <NAME> –

Did you know that [Liquidity Services values pipe and other energy equipment](#) in Texas? (And all around the world, for that matter.)

Every year, we appraise oilfield pipe and equipment in the Gulf Coast for an international energy company.

That appraisal saves our client hundreds of thousands in ad valorem taxes, since the inventory is taxed at its current value instead of original purchase price.

We can certify their current stored equipment's market value based on current auctions on one of the [largest online marketplaces for energy and surplus equipment in the world](#).

This client isn't the only company taking advantage of our market knowledge for current price appraisals. We do valuations for companies all around the world, all year-round.

Has <COMPANY> been hit with taxes they don't need, for equipment they're just storing? Call me, and I can help lower that tax burden for next year.

<CONTACT NAME & INFO>

## Email 5: ASAP Timeline Pain Point

Send 4 business days after Email 4 *if* no response

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Assets Off Your Books & Cash In Your Pocket

Whether it's end of year taxes or end of month storage fees, idle OCTG, and other [surplus energy equipment](#) erode your bottom line.

We can take that idle line pipe or OCTG off your hands with a cash offer in ten days or less – and we'll pay for removal, too.

Eliminate those costs by converting those idle assets into liquid cash by selling them directly to Liquidity Services.

We make cash offers quickly – and arrange hassle-free removals.

Ready to remove that surplus? Give me a call, and let's get started today.

Looking for more options to buy equipment? Send us your specifications and we can search sources for prime surplus at competitive pricing and better lead times.

<CONTACT NAME & INFO>

## Email 6: Invoicing Pain Point

Send 4 business days after Email 5 *if* no response

**To:** New Energy Prospect

**From:** Contact Owner

**Subject Line:** Why are you dealing with invoices, <NAME>?

Hello <NAME>,

I know your time is limited – especially when you’re trying to get rid of surplus equipment – so I’ll make this email quick.

You can offload all the administrative headaches that come with surplus equipment sales by selling through Liquidity Services.

We can take over all the details of surplus asset sales for you, big and small – [from cataloging to marketing to invoicing](#).

Our work means you can focus on other priorities, and be sure that you’ll get the highest recovery possible without any additional time or effort.

Give me a call, and we can start to hand off your surplus administrative responsibilities to an expert surplus sales team with 20+ years of experience.

That way, you can focus on other priorities – and collect congratulations on higher surplus recovery rates.

<CONTACT NAME & INFO>