

## EMAIL #1: Download the eBook

### [HubSpot Email Preview](#)

**From Name:** Greg Ullery

**From Email:** [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

**Subject Line:** ■ Your ebook is here!

**Preview Text:** Thank you for downloading our *Complete Guide to Saving Time and Money with Reliable Rebuilt Electric Forklift Motors*.

**Campaign:** MidCo Power Sales Funnel

Dear {personalization token: First Name/Friend},



Thank you for downloading our **Complete Guide to Saving Time & Money with Reliable Rebuilt Electric Forklift Motors**. You can re-download your free eBook anytime by [here](#).

Our goal is to provide you with the information you need to make an informed decision regarding rebuilding your electric forklift motor, battery, or charger.

If you have any questions, please don't hesitate to call me at [\(253\) 216-0050](tel:(253)216-0050) or hit reply and shoot me a message.

Sincerely,  
Greg

Greg Ullery  
Service Manager / Co Branch Manager  
[\(253\) 216-0050](tel:(253)216-0050)  
Email: [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)  
[Midco Power Solutions](#)

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## EMAIL #2: Problem + Solution

### [HubSpot Email Preview](#)

**From Name:** Greg Ullery

**From Email:** [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

**Subject Line:** Downtime is expensive. We fix it fast!

**Preview Text:** {personalization token: First Name}, we can repower your existing electric forklift overnight for a fraction of the replacement cost.

**Campaign:** MidCo Power Sales Funnel

Hi {Personalization Token: First Name/Friend},

When your forklift breaks down, your operation stops. Every minute of downtime burns cash, but replacing your aging electric forklift typically isn't in the budget.

The motor is the most common cause of terminal breakdown with aging electric forklifts. Older batteries and chargers lead to shorter run times, while tired motors increase the risk of unplanned downtime. Every lost hour spent charging or repairing your forklift is lost revenue.

So, what do you do?

Buying a new forklift is an obvious solution, which is great if you have a big budget. And, some technicians will say you need to buy a brand-new motor. But, a new motor is pretty costly.

MidCo Power has a *better solution*.

Our team can **extend the life** of your favorite workhorse in 3 easy steps:

- 1. CALL US [\(253\) 216-0050](tel:253-216-0050)** - If a forklift technician determines that your motor has gone bad, contact us right away. Reply to this email or [Talk To An Expert](#).
- 2. WE'LL REPLACE OR REBUILD YOUR CORE** - We will take your faulty core and either replace it with a like-new motor or rebuild it as fast as OVERNIGHT.
- 3. GET BACK TO WORK FAST** - You install the replacement core in your forklift and then send your trusty forklift back to work.

Don't let downtime ruin your bottom line. Our repower solutions can get your forklift back up and running fast and better than before. We can solve your most common forklift struggles with industry-leading speed and cost-effective pricing.

So, if you need:



- A forklift motor rebuild
- Battery testing or repair
- Battery charger testing or repair

MidCo Power is your one-call remedy for electric forklift downtime.

Let me know if you have any questions about how MidCo Power can save you both time and money repowering your forklift motor, battery, or charger.

Kind regards,  
Sincerely,  
Greg

Greg Ullery  
Service Manager / Co Branch Manager  
[\(253\) 216-0050](tel:2532160050)  
Email: [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)  
[Midco Power Solutions](#)

P.S. Fill out the form [on this page](#) or call me directly at [253-216-0050](tel:253-216-0050) if you're dealing with a down electric forklift. I look forward to helping you get it up and running OVERNIGHT.

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## EMAIL #3: Overcome an Objection

### [HubSpot Email Preview](#)

**From Name:** Greg Ullery

**From Email:** [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

**Subject Line A:** Dealing with a down electric forklift? We can save it!

**Subject Line B:** Before you replace your electric forklift, know this..

**Preview Text:** ⚡ MidCo Power can save your existing electric forklift and extend its life OVERNIGHT for a fraction of the replacement cost.

**Campaign:** MidCo Power Sales Funnel

Dear {personalization token: First Name/Friend},

What will you do if you have a down electric forklift and you don't have the budget for a replacement?

*(By the way, I hope you are never in this situation, but this sort of thing can happen. If it does, I want to help you save time and money.)*



At MidCo Power, we understand the frustration that comes with dealing with a down forklift when you're also facing budget constraints.

If you are in this situation now, or find yourself in this situation in the future, you can take a deep breath and relax.

MidCo Power *guarantees* you **won't have to spend big money** on a replacement because we can **repower your existing electric forklift** and extend its life for a fraction of the replacement cost. In fact, by rebuilding your motor, you can **save up to 70%**.

My team of highly specialized technicians can get your favorite workhorse back up and running again OVERNIGHT in three easy steps:

- 1. CALL US [\(253\) 216-0050](tel:253-216-0050)** - If a forklift technician determines that your motor has gone bad, contact us right away. Reply to this email or [Talk To An Expert](#).
- 2. WE'LL REPLACE OR REBUILD YOUR CORE** - We will take your faulty core and either replace it with a like-new motor or rebuild it as fast as OVERNIGHT.
- 3. GET BACK TO WORK FAST** - You install the replacement core in your forklift and then send your trusty forklift back to work.

Don't let downtime ruin your bottom line. Take advantage of our [repower solutions](#) to get your forklift back into service fast and running better than before.

[Our services](#) can solve your most common forklift struggles with industry-leading speed and cost-effective pricing.

Call me at [253-216-0050](tel:253-216-0050) if you have any questions.

To your success,  
Greg

Greg Ullery  
Service Manager / Co Branch Manager  
[\(253\) 216-0050](tel:253-216-0050)  
Email: [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)  
[Midco Power Solutions](#)

P.S. [Learn more about MidCo Power Solutions](#) or [call me directly](#) to get all of your electric forklift motor, battery, or charger rebuild questions answered. If there is someone else I should follow up with, please let me know.



## EMAIL #4: Success Story/Testimonial

### [HubSpot Email Preview](#)

**From Name:** Greg Ullery

**From Email:** [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

**Subject Line:** Here is a real customer testimonial and success story.

**Preview Text:** How would you spend the extra money you saved if you don't have to buy a replacement forklift or motor, {Personalization Token: First Name/Friend}?

**Campaign:** MidCo Power Sales Funnel

Hello {personalization token: First Name/Friend},

Here's a recent **success story** from a [insert type of company].

[Name], [title] of [company name], recently dealt with a down electric forklift and the downtime was hurting his business.

*"We purchased a used forklift five years ago and thought it was going to end up in the junkyard until MidCo fixed the battery and motor. Now our forklift has a new life and will give us a few more years. I am really glad to have been able to save so much money. I'll turn to MidCo in the future."*

And, here's another one. [Name], [title] of [company name], recently used [MidCo Power Solutions](#) and found it to be an easy process.

*"Our old forklift kept breaking down and I knew it was time to replace the motor. Instead of buying a new forklift, which wasn't in the budget, MidCo was able to quickly repair the motor and get us back on the floor fast. I was impressed by their quality of work, value, and speed. Thanks, MidCo!"*

- [Name], [title] of [company name]

**What profit gains could you make if you didn't have to buy a new forklift or replace a motor?** Let's find out. Give me a call so we can talk.

Sincerely,  
Greg

Greg Ullery  
Service Manager / Co Branch Manager  
[\(253\) 216-0050](tel:2532160050)  
Email: [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)  
[Midco Power Solutions](#)



P.S. If you have any questions, give me a call directly at [253-216-0050](tel:253-216-0050) or simply learn more about [MidCo Power Solutions](#) and how we help businesses save time and money.

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## EMAIL #5: Sales Letter

### [HubSpot Email Preview](#)

**From Name:** Greg Ullery

**From Email:** [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

**Subject Line:** Say goodbye to costly forklift downtime.

**Preview Text:** ⚡ MidCo Power can save your existing electric forklift OVERNIGHT and extend its life for a fraction of the replacement cost.

**Campaign:** MidCo Power Sales Funnel

Hi {Personalization Token: First Name/Friend},

When your forklift breaks down, your operation stops. Every minute of downtime burns cash, but replacing your aging electric forklift typically isn't in the budget.

The motor is the most common cause of terminal breakdown with aging electric forklifts. Older batteries and chargers lead to shorter run times, while tired motors increase the risk of unplanned downtime. Every lost hour spent charging or repairing your forklift is lost revenue.

Some sales reps might tell you that means it's time for a new forklift, while some technicians will say you need to buy a new motor.

MidCo Power has a *better solution*.

Our team can **extend the life** of your favorite workhorse in 3 easy steps:

1. **CALL US [\(253\) 216-0050](tel:253-216-0050)** - If a forklift technician determines that your motor has gone bad, call us. Reply to this email or [Talk To An Expert](#).
2. **WE REBUILD OR REPLACE IT** - We'll take the faulty core and either replace it with a like-new motor or rebuild it as fast as OVERNIGHT.
3. **GET BACK TO WORK FAST** - You'll install the replacement core in your forklift and send your forklift back to work.

Don't let downtime ruin your bottom line. Our repower solutions can get your forklift back into service fast and running better than before. We can solve your most common forklift struggles with industry-leading speed and cost-effective pricing.



So, if you need:

- A forklift motor rebuild
- Battery testing or repair
- Battery charger testing or repair

[MidCo Power](#) is your one-call remedy for electric forklift downtime.

Let me know if you have any questions about how MidCo Power can save you both time and money repowering your forklift motor, battery, or charger.

Looking forward to making your life easier,

Sincerely,

Greg

Greg Ullery

Service Manager / Co Branch Manager

[\(253\) 216-0050](tel:253-216-0050)

Email: [gullery@midcoforklift.com](mailto:gullery@midcoforklift.com)

[Midco Power Solutions](#)

P.S. Fill out the form [on this page](#) or call me directly at [253-216-0050](tel:253-216-0050) if you're dealing with a down electric forklift. I look forward to helping you get it up and running OVERNIGHT.

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