

Email Phone Script High Ticket Sponsors

Blue Ocean Pitch

"We've stumbled onto an advertising channel no one else saw. While everyone is busy fighting in the Facebook, Google, and Amazon ad wars — wasting fortunes on magazines, coupon packs, and mailers — we discovered the blue ocean: restaurant menus.

The truth is, you don't need to know traditional advertising to win here, because this model fixes everything that's broken about it:

- **No wasted impressions** — every single menu goes straight into a customer's hand.
- **No ad clutter** — only one trusted local business per category.
- **No 'hope marketing'** — just guaranteed distribution with year-long exposure.
- **Built-in trust** — your business is placed directly alongside a restaurant people already love.

That's why it's blowing up. We're not playing the old game. We've created a new one."

High-Ticket Sponsor Pitch Script (Dentists, Lawyers, Med Spas, etc.)

"Hi [Name], this is YOUR NAME HERE with Takeout Trader. I work with local restaurants like RESTAURANT NAME to create something unique: their takeout menus. But these aren't just menus — they're marketing real estate that stays in people's homes, offices, and cars all year long."

"Most professionals like you have tried magazines, coupon packs, Google ads, Facebook campaigns — dropping \$1,000, \$2,000, sometimes \$5,000 a month... only to get clicks, wasted calls, and maybe a couple of low-value leads. It's frustrating, right?"

"Now imagine something completely different. Instead of chasing clicks or hoping someone flips through a magazine — your brand is sitting right next to the restaurant's menu. 10,000 menus printed and handed directly to customers in every takeout bag. People keep these menus for months on their fridge, in their office, or their car. That means

your brand is literally in front of families, professionals, and decision-makers every single day.”

“And here’s where it gets even better — only one business per category. That means if you lock in the dentist spot, no other dentist can appear on this menu for the entire year. You own it.”

“A full double-panel ad — 4x6 inches, full color — is \$2,000 for the entire year. That’s \$167 a month, or about \$5.50 a day. Most dentists spend that on coffee for their staff. For less than the cost of one small ad in a magazine, you’re guaranteed 10,000 placements all year, with zero waste.”

“These spots go fast — because once a dentist, lawyer, or med spa takes it, it’s off the market for a year. We’re finalizing the layout for New Day Café this week, so if you want to secure exclusivity in your category, I can lock it in for you right now. Do you want me to send over the onboarding link so you can upload your logo and secure your placement today?”

This script is tailored to **high-ticket buyers** who are sick of wasting money — and makes \$2k sound like pocket change compared to what they’ve already blown.

Subject Lines for High-Ticket Sponsor Emails

These are crafted to spark **curiosity + urgency + exclusivity** (without sounding like spam):

1. **[Restaurant Name] recommended you for their new menu**
2. **One local business will own this category — is it you?**
3. **Exclusive placement inside [Restaurant Name]’s takeout menus**
4. **Leland eats here — and your business could too**
5. **Not Facebook. Not Google. Something 10,000 locals actually keep**
6. **[First Name], let’s put your business on every fridge in town**
7. **A new advertising channel no one else saw**
8. **You’ve tried the ads. Now try the one that works.**
9. **Would you like to be the only [industry] on [Restaurant Name]’s menus?**

10. **\$5.50/day or .20 cents per lead to stay in front of 10,000+ locals — guaranteed**

High-Ticket Business Types to Target

These are categories where **one new client = thousands in revenue**, making \$2k/year sponsorship a **no-brainer**:

Professional Services

- Dentists
- Orthodontists
- Chiropractors
- Plastic surgeons
- Medical spas / aesthetics clinics
- Lawyers (family law, estate planning, personal injury)
- Accountants / CPAs
- Insurance agencies (home, auto, life)
- Real estate agents / brokerages
- Financial advisors / wealth managers

Home & Auto

- Roofing companies
- HVAC contractors
- Solar installers
- Plumbing companies
- Landscaping / hardscaping
- Pool builders / maintenance
- Flooring / remodeling contractors
- Car dealerships
- Auto repair shops

- Window & siding installers

Lifestyle & Luxury

- High-end gyms / personal trainers
- Cosmetic dermatology
- Jewelry stores
- Luxury furniture / interior design
- Private schools / tutoring centers
- Event planners & caterers
- High-end pet care / veterinary clinics

👉 These businesses already pay **\$1,500–\$5,000+ per month** for exposure that doesn't guarantee results. Compared to that, \$897–\$2,000 **per year** looks like pocket change.

Would you like me to also **map each business type to a sample ROI pitch** (e.g. “1 new dental patient = \$3k+, so this ad pays for itself with just one customer”)? That will make your reps unstoppable.

You said:

Yes please!

ChatGPT said:

Perfect — here's your **ROI Pitch Map** that your reps (or you) can use as a cheat sheet. The idea is simple: make the math so obvious that saying “no” feels illogical.

💰 **High-Ticket Sponsor ROI Pitch Map**

🦷 **Dental & Medical**

- **Dentist / Orthodontist**
Avg. new patient lifetime value = **\$3,000–\$5,000**.
→ “One patient covers your sponsorship for 3–5 years.”

- **Chiropractor**
Avg. treatment plan = **\$1,500+**.
→ “One new client pays for 2 menus.”
 - **Plastic Surgeon / Med Spa**
Avg. procedure = **\$2,500–\$10,000**.
→ “This ad pays for itself in one Botox session or a single surgery consult.”
 - **Lawyer (Estate, Divorce, PI)**
Avg. case value = **\$5,000–\$20,000**.
→ “One client pays for 10 years of exposure.”
 - **Insurance Agent**
Lifetime policyholder value = **\$3,000+**.
→ “One policyholder covers your ad for multiple years.”
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Home & Auto

- **Roofer**
Avg. roof replacement = **\$10,000–\$20,000**.
→ “One job pays for 10 menus.”
- **HVAC Contractor**
Avg. install = **\$6,000–\$12,000**.
→ “One unit covers your ad for years.”
- **Solar Installer**
Avg. system = **\$20,000–\$30,000**.
→ “One sale pays for 20 years of sponsorship.”
- **Plumber**
Emergency jobs = **\$300–\$800**, remodels = **\$5k+**.
→ “Just two calls a year makes this a win.”
- **Landscaper / Hardscaper**
Projects = **\$2,500–\$15,000**.
→ “One backyard project covers you.”
- **Car Dealer**
Avg. car = **\$25,000+**.
→ “Sell one car, you just funded menus for 25 years.”

- **Auto Repair**

Avg. repair ticket = **\$500–\$1,500**.

→ *“A handful of jobs more than pays for it.”*

Lifestyle & Luxury

- **Jewelry Store**

Avg. engagement ring = **\$5,000–\$7,000**.

→ *“One sale pays for 5+ menus.”*

- **High-End Gym / Trainer**

Membership lifetime value = **\$2,000+**.

→ *“One member covers a whole year.”*

- **Interior Designer / Luxury Furniture**

Projects = **\$10,000–\$50,000**.

→ *“One client pays for a decade of exposure.”*

- **Private School / Tutoring**

Enrollment = **\$6,000–\$20,000** per student annually.

→ *“One enrollment covers 10 menus.”*

- **Event Planner / Caterer**

Weddings = **\$15,000–\$30,000+**.

→ *“One event pays for years.”*

How to use this:

When pitching, drop a single line tied to their industry:

“Look, if you get even one [client/job/sale], you’ve paid for this ad ten times over. The rest of the year is pure upside.”

It’s the **mic-drop moment** — simple math that reframes \$897–\$2,000/year as nothing.