

## AS TopTipper Webinar Registration Email Sequence

Written by Joe Nattress

Email 0

**Subject Line:** Thank You for Registering

Hello {{contact.first\_name}},

Did you get a chance to learn more about TopTipper? Watch the webinar!  
If not, you'll want to be sure you check it out.

[Watch the webinar here.](#)

You might be asking, is it really possible to increase employee compensation without any cost to your organization?

Yes, absolutely.

Not only that, but you'll be able to:

- attract the best talent
- retain them longer
- improve guest satisfaction
- increase sales

Be sure to watch the webinar to find out how.

[Click here](#) for more motivated employees and more satisfied customers.

Be sure to check your inbox for upcoming emails to learn more ways to improve your hospitality business.

Best,

David



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Wait 24 hours

Email 1

**Subject Line:** Give your employees a raise - at no cost to you...

Hello {{contact.first\_name}},

As a business owner, have you ever considered the benefits of providing your employees with a raise? Research shows that well-paid employees tend to be more motivated and provide better service.

I understand that during these challenging times, with the current economic climate, raising wages may not be a feasible option for your business.

However, what if I told you that there is a way to boost your employees' earnings without increasing your expenses?

What's more, setting it up is easy. It's cashless and contactless, too, so it's convenient for your employees and customers.

[Click here](#) to learn more.

Best,

David

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Wait 2 days

Email 2

**Subject Line:** Attract the best talent, and keep them...

Hello {{contact.first\_name}},

**As you know, it's tough to find good hospitality workers these days.** Fewer people are looking for work, so demand for workers is high.

It turns out 40% of the jobs lost during the pandemic were in the leisure and hospitality industry. And hospitality employment is still down 15% from where it was before the pandemic.

This of course means hospitality wages are on the rise and inflation has only added to the problem.

CNN reported that hospitality wages rose 8.8% from December 2019 and June 2022.

According to Yahoo News, 45% of the hospitality workers who left during the pandemic said they wanted more money to return to work in the industry.

**So, what can you do to attract the most talented workers when your organization is still recovering from the down times in the pandemic?**

The solution is to help your employees earn more without you increasing their wages.

Digital tipping can increase your employees' earnings. It costs you nothing to set up, and it's easy to get started.

[Learn how you can use it to attract better talent, keep them motivated, and reduce employee turnover.](#)

Best,

David

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Wait 2 days

Email 3

**Subject Line:** Improve customer satisfaction the easy way

Hello {{contact.first\_name}},

Your business depends on satisfied customers. Without them, your organization will suffer.

**What's the best way to assure your customers enjoy their experiences to the fullest?**

By hiring employees who give great service. Customers who are well cared for return again and again. They tell their friends about their experience, and they're happy to tip well, too.

The problem for your employees is that fewer people are carrying cash these days. And when they do, they carry less than they used to. This means your employees may get fewer tips than they deserve.

Cashless payments make it easier for happy customers to leave a tip. When your employees earn more tips, they provide even better service. Everyone's happy.

**You can enhance your customers' experience by providing them with the convenience of digital tipping.** It's quick and easy, without all the hassles of tipping with cash.

It's discrete, too. Digital tipping lets your customers show their appreciation for good service any time or anywhere they want. This is especially appreciated by customers from cultures where tipping is not the norm or financial transactions are not handled out in the open.

[Learn how TopTipper can help you increase customer satisfaction for all your customers.](#)

Best,

David

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Wait 2 days

Email 4

**Subject Line:** Make tipping easier - forget cash

Hello {{contact.first\_name}},

Whatever service industry you're in, tipping with cash is a hassle for everybody.

And nowadays, most of us use less and less cash all the time. With online banking, Apple and Google Pay, and a multitude of digital payment apps, who needs cash?

Unless you want to leave a tip.

You can leave your server a tip on the credit card slip. But what about your porter, or the poolside server charging your margarita or iced latte to your room?

### **How do you leave a tip when you don't have the cash on you?**

[Learn how digital tipping can make tipping easier in your organization.](#)

Best,

David

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Wait 3 days

Email 5

**Subject Line:** Improving your business is much easier than you think...

Hello {{contact.first\_name}},

There are many ways to improve an organization.

But even if the rewards are high, most organizations don't have time to implement new systems, especially if they're complicated and time consuming to set up.

### **That's why you'll love TopTipper.**

You'll be surprised how much it can improve your business without added cost or lengthy set up time.

Since it's cashless, it's convenient for your customers and employees to use. This means that guests can tip more often. And your employees can earn more from their tips. This increases their motivation to offer their best service.

### **It's simple and quick to set up. You can have it up and running in ten minutes.**

It gives you all the features you'd expect from a financial application. You get detailed reporting, analytics, tracking features, and a branded interface in the organizational dashboard.

### **And you get all of these benefits at no cost to you or your employees.**

See how quickly you could have more satisfied customers and more highly motivated employees.

[Book your TopTipper Demo today.](#)

You're minutes away from a more successful organization.

Best,

David

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Wait 4 days

Email 6

**Subject Line:** Reward your staff and please your customers

Hello {{contact.first\_name}},

**In today's post-pandemic job market, it's tough to attract and hang on to good employees.**

TopTipper makes it easy to reward your workers with increased earnings from cashless tipping. With its simple, contactless interface it makes tipping more convenient for your customers. Your employees will appreciate that you care about them and want to help them earn more tips.

This helps you attract the best talent and encourages them to stay with your organization. It also encourages them to give better service.

Since it's simple for your employees to set up, and there's no cost to them, they'll be more than happy to start using it.

[Schedule your TopTipper Demo today.](#)

You'll have happier employees and customers by the end of the day.

Best,

David

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Wait 7 days

Email 7

**Subject Line:** Get ahead of the curve - in under 10 minutes...

Hello {{contact.first\_name}},

**The hospitality industry has been hit hard by the recent pandemic and finding reliable employees has become increasingly difficult.** With wages on the rise, it can be challenging to attract and retain top talent. However, technology can provide a solution.

TopTipper's cashless digital tipping application is the newest way to reward your employees and provide an exceptional experience for your customers. With TopTipper,

you can attract the best employees, increase customer satisfaction and boost employee motivation.

**Most customers are willing to tip well for excellent service, but many don't carry cash with them.** By eliminating the need for cash, customers can easily tip your staff for their great service. This increased convenience for customers leads to more frequent and higher tips for your employees, which can boost their income and motivation.

**TopTipper is completely free for your employees and organization to use, and it's quick and easy to set up.**

Learn how you can quickly start using TopTipper to attract more motivated employees and have more satisfied customers. [Book your demo today.](#)

Best,

David

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