

Note: I have connected with this person who I went to school with. He runs an AI software company with a lot of funding and a good product, and I wanted to reach out to him.

Hey Nick,

I was reading the sales page for APIGen, and I wanted to share a couple of ideas I had.

On the homepage, you showcase the product and reveal a lot about it and its features, but using strategies like adding pains/desires your customer has and adding them to your marketing can boost signups for the product and destroy your competition.

I was also thinking you should start an email list, as it can boost revenue and help grow the company. I have strategies I have used for my past clients that I could use with APIGen.

If you like these ideas and if you want to discuss them further.

Thanks,

Hunter