

SL: Check this out, <Name>

Hey <Name>,

One of my friends recommended me your site, so I went out and took a look at it, and I have to say

<Personalized compliment>

<Point out problem>

<Tease idea>

I'm not fond of attaching documents without anyone's permission , so if you want to check it out, hit me with a "Yes, I want it" or just "Yes".

Better Example:

Hey Cindy

One of my friends recommended me your website, so I went out and took a look, I have to say that

I was surprised by the calming atmosphere and the beautiful photos that take your audience's hand and lead them through a journey.

I signed up for your newsletter, and I was surprised, because you're not using it's full potential

It's a missed opportunity because a well-crafted newsletter can help you keep your audience more engaged, strengthen the connection between you and your readers

To help, I went ahead and created the start of an email funnel that you can use to get closer to your audience and save some time.

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Best regards,
Ciobanu Leonard