

<Headline>

Hello <Name>

I'm sure, like mine, your elders taught you not to talk to strangers so...

I'm Jarrell McMillan, pleased to meet you!

Now that we've made our elders proud, I need 60 seconds of your time for the least generic pitch you'll get all week.

Ready? Here goes:

Whenever I come across great <niche> offers on social media, like your <product>,

I visit their pages/websites and challenge myself to transform their copy into the most "buy-worthy" version of itself...

Like a "Pimp my ride" for <niche> marketing...

...Mainly to brainstorm new marketing ideas,

But, I only reach out to people whom I believe offer insightful, genuine value to the audience they're trying to help...

...Like you did <social media content>...

...Because people like you get often overlooked for fake "<niche> gurus" that sell crappy, generic advice wrapped in a fresh coat of paint and shiny 20 inch rims.

I'd love to gift you a few examples of <Free Value Idea> I came up with based on a formula I learned from online marketing legend, Richard Brunson...

...that will 2x your engagement and get your offer in front of more people that need it.

So <Name>, can I pimp your ride?

Reply with "Pimp my ride" and I'll send it straight over.

Otherwise, keep up the awesome work!

Jarrell “Pimp My Copy” McMillan.