

Hey, {business name}!

I have redesigned and touched up the wording on your welcome email, as I came to notice the lack of professionalism and grammar, and overall believed it had great potential to be improved. I'd love to hear your thoughts on my enhancement, which I have attached below.

I am proposing to you an offer to design and create you a Pop-up Opt-in Page for your newsletter, that will be displayed directly in front of your customers face when they enter your website. The value you offer (10% discount) will instantly catch their eye and will greatly increase your Email Subscribers in comparison to your Opt-in at the bottom of your Home-Page. Let me know if you're interested.

All the best,
Sam Farwell