

SL: You want more (insert dream state) don't you?

Hi Cassandra

I was looking through your YouTube and website and was really impressed with the information and free value like, **(specific example needed here)** you give your audience. This must keep them hooked and continue to follow your journey.

****Might delete, To long compliment****

Anyone in business giving out free information will help increase a great reputation and grow their audience. You're ahead of your competition in the market by doing this.

Whilst I was looking through your website I came up with an idea that would **(Insert something the prospect wants/needs from research)** help **increase** more sales.**(What is the roadblock/What can be the dream state?)** I saw that you have a sign up page for exclusive deals but when I signed up, a welcome and discount email was a miss.

At the bottom of the email I've included a free complimentary gift as an example so you have a little more understanding of what's involved.

It's an email marketing campaign that would help grow/retain your audience and lead them straight to your sales page.

I see a lot of success from your business but also a lot of potential to climb the next mountain. Together we can get to this success.

Would you be interested in seeing more ideas? We could do that over a short call.

Thanks

Craig

P.S Don't forget your (insert problem) free gift.