

Subject Lines:

- I come bearing gifts (no, not cookies, something even better)
- Who says emails have to be boring?
- Don't be a victim of tiny persuasion mistakes anymore
- Don't let your sales page get devoured like a school of piranhas
- I promise this won't make you feel like you've been attacked by piranhas
- This will make your sales page stand out like a piranha in a goldfish tank

Hey <Given Name>,

<Compliment>

So while I was reading your <Product> sales page I noticed some tiny, yet crucial persuasion mistakes like <tiny mistake>.

Fixing these would boost persuasion power and lead to an increase of at least a 9% increase in conversions.

That is when I decided to create a special <FV> for your product, like a master chef with a vendetta against tasteless copywriting.

If you're wondering why, call it my way of helping <avatar's goal>.

Sadly, I need your green light before I can send over the document, as Gmail will mark me as spam for sending a link without permission.

So, are you interested?

Best,

Orestis Iliou