

# Outreach

Hey X,

Congratulations on all your successes and recently getting your website up and running.

I found you through your collaboration with X, and realized that you've crafted a unique brand with the potential to become one of the biggest in the entire industry.

And I've spotted an opportunity to help you achieve this:

While browsing your website (which is fantastic), I noticed that you don't have a lead magnet to gather your customers' email addresses. Creating one would allow you to begin email marketing, which is vital for anybody looking to scale their business.

Let me explain:

Email marketing allows you to sell directly to the members of your audience who are most likely to buy from you. These are the people who browse your website and willingly give you their emails. Marketing to them means saving on advertising costs, skyrocketing sales, and building a loyal customer base at the same time.

Email marketing is also key for increasing brand recognition, and giving you a direct channel of communication with your customers.

If you're not looking to scale your business and your sales, please ignore this email.

With equanimity,

Daniel