

## Cold letter. Beta testing

Hi, **[Name]**!

My name is **[Sender Name]** and I represent **[Brand Name]**, based in **[City]**. Our team develops software, and we are looking for volunteers to participate in our beta testing. We are ready to pay \$50 to our testers because we appreciate their time and effort.

Our product helps Shopify stores cooperate with other brands, expand their range, and sell goods cross-store without the need to manage inventory, returns, or minimum order quantities. It's similar to Carro or Canal, but with some new and improved features.

Currently, we are looking forward to bringing in more assistants to our beta testing. But I believe we can do more than that, so I have my personal offer to you.

In exchange for your integration of our software in your store, you will get \$50 **and keep 100% of any sale made with [Brand Name]** (without paying the usual 15–25% commission).

If you are interested, please book a [quick call](#) with me so that we can discuss my offer in detail. Be kindly advised that our beta testing ends on **[DD Month YYYY]**.

Sincerely yours,

**[Sender Name]**

## Cold letter. Beta testing. Short

Hello **[Name]**,

My name is **[Sender Name]** and I represent **[Brand Name]**, based in **[City]**. Our team develops cross-store selling software, and we are looking for volunteers to participate in our beta testing.

I would like to invite you to test our product. Please be advised that we will pay all our testers \$50 because we appreciate their time and effort.

How does it sound?

## Cold letter. Store partnership. Long

Hi there, **[Name]**!

My name is **[Sender Name]**, I am part of the [\[Brand Name\]](#) team.

I couldn't help but notice that your store **[Store Name]** could hugely benefit from expanding the lineup of your products. I looked a bit into your selection and thought of some goods your customers might appreciate. If you would like to know my take on it, see the attached slide deck for more detail.

My colleagues and I support and assist **[theme of Store Name]** stores, helping them widen their range of goods at zero cost. With [\[Brand Name\]](#), you can add any product featured on my slide deck to your store catalog in a single click and start selling it immediately.

Here's how it will boost your returns.

- It will increase your average check. (After introducing **[Brand Name]**, our partners' sales grew **20%** on average.)
- The products I recommended sell beautifully in our partners' stores, and customers love them.
- Hence, they will be more likely to shop at your store instead of visiting your competitors.
- You won't have to bother with delivery and inventory: sales of added products are processed by suppliers.

My team is ready to assist you in any way we can. Just leave us all the complicated stuff and enjoy the smooth sailing. If you want to try **[Brand Name]**, let me know and I'll [schedule an online call](#) for you. Also, I would love to hear your thoughts and questions, if you have any.

Kindest regards,

**[Sender Name]**