

## **Outreach (bon charge)**

### **Rough version:**

Hi, one of your products really stood out to me. Certainly, the Sleep Glasses.

Also, I noticed that you have a newsletter and wrote a short sales email about these glasses.

> Check it out here <

If you like it, let's connect and discuss more content for your newsletter.

Best regards,  
Matt

### **Sent version:**

Hi, one of your products caught my attention.

Specifically, the Sleep Glasses.

As someone who works late into the night, I believe they could be highly beneficial for me.

I've noticed your newsletter and even crafted a brief sales email about these glasses.

> Check it out here <

If you find it appealing, let's connect and explore more content ideas for your newsletter.

Best regards,  
Matt