

OUTREACH

Hello, [names of my two clients],

The other day I saw your video [X] [Highlight point with which I agree].

I've been following you for a while and not long ago and I often visit your website. You have very good ideas like [mention good idea(s)]. Yet, I'm sure some tweaks could make them clearer and reach more people.

This is where I come in. I'm [X], a freelance writer and analyst with similar concerns and goals to yours (EXPAND). I believe that with my skills I could polish the existing content of the website and even generate more of your own brand content from scratch (REFORMULATE).

In addition, I can bring ideas to the table that'll be of use to you and improve your channel and the message you want to convey.

To test my skills, I've attached an article taken from your website with some edits that I'm sure could benefit you [attach link to the specific article and also the correction (**PDF?** **Google Doc?**)]. (If someone can specify which one would be better, thanks)

I am looking forward to your response.

A cordial greeting, I wish you a great day