

SL: Some valuable feedback for (name)
SL: Problem with <x>
SL: Issues you can solve.
SL: Hey <name>, we have a problem.
SL: Here's a quick fix.
SL: Thought you needed this
SL: You have <x problem>
SL: Solution for <x problem>
SL: Fixable problems that need attention
SL: You can fix your problems
SL: Noticed you needed assistance
SL: Patching a few holes up
SL: An opportunity to fix things
SL: Let me help you out
SL: You can fix this
SL: Serious problem needs attention

Hello (name).

I hope this email finds you well.

I'm emailing you because I was searching on google for <x product> and discovered your website followed by your channel on my search results.

(Insert genuine, personalized compliment)

I saw your <product 1>, which was pretty neat. I even ordered one and then looked at <product 2>.

While looking at your products, I realized that you had a problem with <x problem>, and I found out you're losing many customers.

I thought you deserved to know this and to be honest, I don't think you deserved to suffer such revenue negation because of a simple <x problem>.

Your product description reminded me of a funnel method used in the News Industry to capture viewer attention, and it would fit perfectly for your situation. So I applied this concept to create a new <x solution> you can use to solve your <x problem>.

I will not send you a random file unless you agree.

So just reply with a simple “Yes” and I’ll gladly send over the new <x solution> you can use.

Best wishes, genuinely.

<Signature>