

Cold Outreach Email

SL: A morning cup of value for you, Louise 🍵

Hello Louise

After I watched your “Full Day of Eating” YouTube video the first thing that popped into my head was how disciplined and laser-focused you are about your diet and training in your everyday life.

I was looking at your merch products, but I found it hard to reach the page where you sell your merch products.

Because I see potential in increasing your leads and growing your merch into a real brand I took some time to create a free description for your tank top and hoodie.

I’ve created it to grab potential customers’ attention, live in their heads rent-free and eventually hook them into buying the product.

It is down below.

If you like the free value I created, we can discuss further ways I can help you grow your brand and get you more revenue. If you believe that, please send me a simple Yes and we can continue the chat.

If not, take this as my free gift to you, with no attachment.

Luke

FV

Walk More Burn More Classic Tank Top

We are introducing you to our most sold product; the Walk More Burn More classic tank top. It’s made with a minimalistic design, V neck gives both arms full movement. It’s light, comfortable, and for everyday use.

This tank top is the perfect piece of clothing you need for your walking time, while you cook, or when you are playing with your kids.

Also, it is made of 100% cotton material.

Put it in your shopping bag before all pieces are gone!

Walk More Burn More Kids Classic Pullover Hoodie

Do not worry, we didn’t forget about your juniors. This one will always make them feel like part of the journey together with you!

This hoodie is a lightweight, modern design with a minimalistic logo on the front. Also, it has a kangaroo pocket on the front to make sure your juniors’ hands always feel warm and safe.

To show you that we support your way of combining clothing, it comes in 8 different colors.

This way anyone can pick his color and start enjoying his pullover hoodie.

PS. This is a preview of the description for two items I picked on the merch website, depending on your wishes, I can make some tweaks according to more details you can give me on the products.