

**Email 1:**

Hello Matt,

How are you doing?

I stumbled across your ad on Yelp while searching for cool ideas for my future backyard. You had a lot of good reviews, so I had to check out some of your completed work.

I went to your webpage and was impressed with the outdoor elements gallery. It's a great way to display your professionalism and shows that you are experienced.

I've noticed you didn't have an opt-in option on your landing page.

I'm not sure if that is something you're currently working on or just haven't had the time yet.

But I'm sure an updated landing page would be surprisingly more effective in getting estimates booked.

So I've looked at a few other companies in this space to see what they were doing that was successful and came up with this hook-promise approach, which I included an example of below.

If you think this approach could work for you, I have a few different angles you can take and implement within a few days.

Are you down hoping on a call so I can walk you through them?

Kind Regards,  
Mina Sentaws

***Follow Up Email:***

Hello <name>,

Just wanted to pop in to see if you have any questions or feedback on the landing page I provided.

If you're uninterested, let me know, and I can remove you from my follow-up list

Kind Regards,  
Mina Sentaws  
[www.linkedin.com/in/msentaws](http://www.linkedin.com/in/msentaws)

***Subject Lines:***

1. Good news - 5/10

2. I wanted to mention - 13/20
3. Hold on a second - 6/10
4. Curious - 6/20
5. Just a moment of your time - 4/10
6. Possible business opportunity - 2/10
7. Great Content! - 4/10
8. I have an idea... - 7/10, 5/10
9. Wanted to reach out - 8/20
10. Let's talk about [topic/idea]! - 6/10
11. Hey [name], check this out - 2/10
12. Where do I even start - 3/10
13. Request to connect - 7/10
14. You missed it - 7/10
15. Let's cut to the chase - 5/10
16. Seizing an opportunity - 4/10
17. A Great Idea - 5/10
18. This could add great value to your audience - 3/10
19. What more could you want? - 6/10
20. This will be quick - 3/10
21. You have to check this out - 5/10
22. Are you ready? - 5/10
23. Tips to help increase sales during a tough time - 5/10
24. It's really easy - 7/10
25. Got problems? I got solutions - 6/10
26. A No Brainer - 8/10, 12/20, 8/20
27. Just too easy - 6/10
28. You won't believe what I noticed - 4/10
29. Check this out - 4/10
30. Did you notice? - 4/10
31. Just a quick word - 4/10
32. Aren't you a little curious? - 6/10
33. This won't take long - 4/10
34. This could be the breakthrough - 4/10
35. This is noteworthy - 6/10
36. An idea for your <product> - 5/10
37. It won't hurt to look
38. Quick tip
39. So effortless
40. Be on the lookout
41. It's very simple
42. This could be game-changing - 5/5
43. Hey <name>, quick question
44. Here is an idea
45. Let's talk peer-to-peer

**46. How's your business doing?**

**47. I hope all is well**

**48. More eyes on <Prod>, <Prod> deserves more attention**