

## Email Example for Thiago Klafke

### **Subject: Realism got you down?**

How many hours have you spent trying to get your artwork to look as realistic as possible?

No matter how hard you try, it still feels disjointed and inconsistent in its overall look and feel.

Your lighting is almost perfect, but just not quite right.

Your textures aren't realistic enough to replicate the intricate details and subtleties of real-world materials.

Not to mention the difficulties of blending textures with one another to maintain visual coherence.

I've been through these struggles myself, and it took a lot of time and hard work to finally find the right use of shadows, specular, and subsurface scattering to get my design to look as realistic as possible.

All the nights hunched over my desk had finally paid off.

I could blend quicker, my designs were more realistic, and my work had become a household name.

I developed a raging urge to share my knowledge with other environment artists who were also struggling with these roadblocks.

I never wanted someone else to experience sleepless nights trying to perfect their reflections and dynamic lighting.

I came up with a strategy to maximize time efficiency and quickly develop skills.

I've poured all my passion into creating a course just for you.

We'll delve into the depths of mastering realism, telling beautiful stories through your environment, and creating a portfolio that truly shines.

If you're serious about growing your skillset and minimizing the time it takes to create realistic environments, then I strongly suggest you take my course.

Not only will you become a much more efficient designer,

But you will also learn the strategies used by professionals to bring your environment to life and stand out from the rest.

Are you willing to work hard to become a professional/efficient designer?

Or,

Are you going to remain left behind with sleepless nights and endless struggles?

The choice is yours.

## **Outreach Email For HeartDeco SA**

### **Subject: A small change that will impact your website**

Hi there HeartDeco,

I've noticed that your competitor Decofurn is making use of "Inspirations" towards furniture sets to help customers make better purchasing decisions.

I feel your business could implement the same thing, but offer it in a different way that will make more customers sign up for your newsletter.

My idea is to use a landing page or pop-up to get people to enter their emails in exchange for some "inspirations"

I have attached images of the "Inspirations" Decofurn uses to give you an idea of what I'm talking about

I would like to assist you with this project and build a relationship with you and your company.

Together we can build your email list and increase your revenue using the power of Coercion

I would love to delve deeper into this project over a call

Does anytime today sound good for you?

Respond to this email with a 'yes' and a time that's good for you. I will be there

All the best!

Rameez

**Decofurn "Inspirations"**



DINING IN LIGHT

[SHOP THE LOOK >](#)



LET'S DINE - BUT MAKE IT COLOURFUL

[SHOP THE LOOK >](#)



FIN-A DINING

[SHOP THE LOOK >](#)



with an Expert

FUL CHIC DINING



LUXURY DINING



MODERN & ON-TREND DINING ROOM

**Email 3:**

**Subject:**