

- **I tried Jason's way of writing outreach with the value equation and tried to pack the email with as much value as possible**
- **Is the first sentence good or should I try to build rapport instead and compliment the person?**

Hi Arlan,

I know I'm a stranger in your inbox but I have a way for you to attract more visitors and potential leads.

(Top Player) is already using this strategy to increase their website traffic and conversion rates in the past 3 to 4 months! I also identified a way for you Arlan to use that AND also appear unique by doing blogs with a unique touch and consistent posting which not many are doing.

Consistent 2x per week blog posting using that strategy, but with your unique touch will attract more visitors and potential leads.

I will create, write, and post your content twice a week for the next 30 days and you won't pay unless we get the results.

Wishing you a great day,
Josef