

SL: <name>, New Year's Resolutions

Hey [name],

Ever thought about increasing your booking sales and [product name] purchases?

There are two strategies. One of them is creating engaging content that grabs customers and motivates them to use your services.

So, seeing that your competitor [name] uses an email listing, makes them a more popular choice. That is a good way to get more attention.

We could 'borrow' their idea and add something valuable. For example, get our skincare guide worth £29 for free by signing up for our newsletter.

This newsletter can educate and engage them. It can make them curious about your services.

And It doesn't need to be a newsletter. You can apply that across different platforms, like Facebook, Instagram, Twitter etc.

I could share the remaining strategy on how you can attract more customers.

Would you like to start a New Year with that opportunity?

Kamil

EXTRA: after 2 days send a follow-up with a free value showing one of those five strategies.