

MLM Sales Force Cold Approach Email

Subject: Elevate Your Team's Mental Game with Major League Mindset

Hi [Recipient's Name],

And How How How

I hope this message finds you well. My name is ***Insert Name***, and I'm reaching out on behalf of 7-year MLB veteran Brandon Guyer and Major League Mindset (MLM).

MLM is a baseball and softball specific mental strength training platform that has helped thousands of youth, high school and professional players overcome mental barriers, ***unlock*** their best self, and significantly improve their performance ON and OFF the field.

MLM's upcoming 8-week LIVE online training starts in December and I would appreciate the opportunity to explore a partnership with your team/organization and help your players develop the mental resilience needed to reach their full potential this coming spring.

Please see the attached visual aids that provide a brief overview of our program.

I'd be more than happy to discuss further and tailor an approach that works best for your players.

Best regards,

Insert Name

Major League Mindset