

## **Outreach email #1**

(No subject line yet)

Hello <name>,

I found your website through <...> while searching for <>.

<Compliment>

Cruising through your product description I noticed how you mostly describe the product content instead of painting the dream state of the reader.

Highlighting the benefits by tapping into the reader's emotions will convey way more urgency.

This urgency will get the reader to feel compelled to make a purchase from you.

I want to show you exactly what I mean so I improved your product description and attached it to this email as a pdf.

I made this gift as a "jump-off" that could lead to us brainstorming more ideas you can test out for your business.

But if you're not interested, I wish you the best:)

Kind regards,

Andrei.