

Hi <name>

I want to show you an idea that will help you sell.

If you have struggled to sell, you're <insert product> through your email list.

Then this email is for you.

To convert more of your products via your email list, you must ensure that your product is perceived as valuable to the audience.

To do this, you must convey that <product> will...

1. Secure their dream outcome.
2. Increase the likelihood of the dream state happening,
3. Will happen quickly.
4. Will happen easily.

Do all these things, and <product> will start selling through your email list!

If you would like to see how I can improve the perception of <product> through a 150-word email.

Reply 'Yes', and I will send it over.