

Cold Outreach Practice

Subject line: Matt, new idea...

Hey Matt,

I'm impressed with your dedication to helping people, especially younger kids, learn martial arts. Creating and spreading this kind of content is a good way to fill your target audience.

While I was doing some research on your business, I came around on your website <name of their website> and saw some things that can play an important role for boosting your sales, and overall engagement.

Those things are your posts and short blogs.

I'm sure if you create an active email list, and turn those posts into a good email, that you will have better engagement with your audience which will also increase your sales.

To help with this, I attached a google doc with brainstorming ideas which I think can drastically increase your engagement.

If you find the information in it useful, I suggest we hop on a call later next week.

But if you're not interested, then that's okay, just tell me so I can stop sending you emails.

Fran Carlo