

SL: I made this for Caldera

Body:

What's up Kelly

I was really impressed by the amount of time and effort you put into testing "The Good". Spending 60 days testing 50+ participants is a great way to show your dedication to providing quality skincare.

And with the weather getting warmer, people need that level of skincare now more than ever.

That's why, I went ahead and made you this email sequence. So you can get people excited over the warmer weather, and give them the tools they need to spend it with protected skin.

I know summer started 2 weeks ago, but it's better late than never.

Despite my tardiness, I'm still confident that these emails will serve you well.

~Joshua Kristiniak

P.S. What do you think of the SL for the first email? The use of eye-catching words that play to the reader's skincare pains and desires makes me think it'll have a good open rate. Would you say the same?

Rewrite

What's up Kelly

I was really impressed by the amount of time and effort you put into testing "The Good". Spending 60 days testing 50+ participants is a great way to show your dedication to providing quality skincare. Something people could really use with this warmer weather...

That's why, I went ahead and made you this email sequence. So you can get people excited over the new season, while giving them the tools they need to spend it with protected skin.

I also want to give you props for having some of the best email marketing that I've seen in this niche. But despite the fact of your already established newsletter, I'm still confident that these emails will serve you well.

A little variety never hurt no one. I'm sure a different style of emails will pleasantly surprise veterans of your newsletter. And keep newcomers on their toes.

~Joshua Kristiniak

P.S. What do you think of the SL for the first email? The use of eye-catching words that play to the reader's skincare pains and desires makes me think it'll have a good open rate. Would you say the same?