

Newest updated outreach email. All others are previous attempts.

Number of times gone through TRW gauntlet - 4

Subject line: ## ##### ##### ##### ##### (Already tested to have >80% open rate)

I did not use chatgpt, I wrote an email and put it up for review then made adjustments. I then put it back up for review and made more adjustments. I repeated this until I got the current email, if you scroll down you'll see the previous versions before adjustments.

Thanks for the review g's. Appreciated highly!

Body:

Hey >business name<.

>Compliment<

The other day me and my mates were discussing businesses when >business name< happened to pop up in the convo.

In my job, I needed to find a way to increase sales and looked up some sales tactics. I came across one that drew my attention and the research behind it is pretty solid. I decided to use it in an experiment to see whether it can be effective in my marketing format.

I needed to find a baseline that fit the criteria for the experiment. I remembered your business from the discussion with my mates earlier in the week and decided to use it as my baseline.

The experiment revolved around marketing emails that will trigger the reader's strongest emotions (i.e. fear, anger, love) and use them together. This will produce an "emotion cocktail" potent enough to make the client follow the funnel and end up buying.

The experiment is going very well so far but I have a bit of a dilemma. The target market you usually deal with are different from my own, so I thought we could help each other out.

Here's what I was thinking. I create marketing copies using the technique I was talking about and you can send them out to your clients. All you have to do is inform me of the leads you get from the marketing I made. I get results for my experiment...and you get professional marketing for free.

I would love to talk in more detail about this with you. Let me know what you think and we could do a quick Zoom call or come in contact some other way if you prefer.

Thank you and have a great day

JB Rouwenhorst

Previous attempts...

Number of times gone through TRW gauntlet - 3

Subject line: ## ##### ##### ##### ##### (Already tested to have >80% open rate)

I did not use chatgpt, I wrote an email and put it up for review then made adjustments. I then put it back up for review and made more adjustments. I repeated this until I got the current email, if you scroll down you'll see the previous versions before adjustments.

Body:

Hey >business name<.

>Compliment<

The other day me and my buddies were discussing different businesses when >business name< happened to pop up in the conversation. This will be important for later.

In my job, I needed to find a way to increase sales and looked up some sales tactics. I came across one that drew my attention and the research behind it is pretty solid. I decided to use it in an experiment of my own to see whether it can also be effective in the type of marketing format I use.

When I needed to find a baseline business that fit all the criteria for the experiment I was having some trouble. Then I remembered your business from the discussion with my mates earlier in the week. So I decided to use it. It is a perfect match since your business is not yet a worldwide known brand but you do have a footing and a business that is on its way up and already making a difference to its clients.

The experiment revolved around writing marketing emails in a way that would trigger the reader's strongest emotions (i.e. fear, anger and love) and use them in conjunction with each other to produce a combination that is strong enough to make the client take action and follow the funnel to eventually end up buying.

The experiment is going very well so far but I have a bit of a dilemma. Since the clients your business usually deals with are different from the types of clients I usually deal with, I thought we could help each other out. You scratch my back and I'll scratch yours. I won't see how truly effective the marketing method is until all the necessary requirements are met.

So here's what I was thinking... I create some marketing copies using the marketing technique I was talking about and you send them out to your clients. Then all you have to do is tell me the leads you get from the marketing I made. I get results for my experiment...and you get professional marketing for free.

I would love to talk in more detail about this with you. Please let me know if you are interested and we could do a Zoom call or come in contact some other way if you prefer.

Thank you and have a great day

JB Rouwenhorst

Number of times gone through TRW gauntlet - 2

Subject line: ## ##### ##### ##### ##### (Already tested to have >80% open rate)

Body:

Hey >business name<.

>Compliment<

The other day me and my buddies were discussing different businesses when >business name< happened to pop up in the conversation. This will be important for later.

In my job, I needed to find a way to increase sales and looked up some sales tactics. I came across one that drew my attention and decided to use it in an experiment to see whether it is legit or just another waste of time.

When I needed to find a baseline business for the experiment I remembered your business from the discussion with my mates earlier in the week. So I decided to use it.

The experiment revolved around writing marketing emails in a way that would trigger the reader's strongest emotions.

The experiment is going very well so far but I have a bit of a dilemma. Since the clients your business usually deals with is different from the types of clients I usually deal with, I thought we could help each other out. You scratch my back and I'll scratch yours. I won't see how effective the marketing method is until all the necessary requirements are met.

So here's what I was thinking... I create some marketing copies using the marketing technique I was talking about and you send them out to your clients. Then all you have to do is tell me the leads you get from the marketing I made. I get results for my experiment...and you get professional marketing for free.

I would love to talk in more detail about this with you. Please let me know if you are interested and we could do a Zoom call

Thank you and have a great day

Number of times gone through TRW gauntlet - 1

Subject line: ## ##### ##### ##### ##### (Already tested to have >80% open rate)

Body:

Hey >business name<.

>Compliment<

The other day me and my friends were discussing different businesses when >business name< happened to pop up in the conversation. I was pretty intrigued and was thinking about it the entire week.

I remembered an old-school marketing method that hooks the readers and can go as far as to even DOUBLE the number of sales when used correctly.

I designed an experiment using your business as a baseline which came to a VERY... satisfying conclusion 😊. The experiment revolved around writing marketing emails in a way that would trigger the reader's fight-or-flight response. Since I'm done with my experiment and got the results I was looking for, I thought I would send you the emails I wrote as a free gift and to say thank you. Your business was after all the perfect subject for the experiment.

Just send me a "yes" if are interested and I'll send the emails over. I'm positive if you use them in your marketing you will score a lot of customers

JB Rouwenhorst

**Old email cold outreach:
(Pre-TRW review gauntlet)**

Number of times gone through TRW gauntlet - 0

Body:

Hey >business name<, I hope all is well and appreciate you taking the time to read my email.,

>Compliment<

Now to the important part of my email regarding >business name<

I was talking to some of my friends the other day about businesses and in conversation one of my friends just so happened to mention yours. We talked about it for a bit and I ended up being pretty curious about your company. I remembered the discussion and decided to look your business up.

I really liked the stuff you offer and think you've got something great that tons of people will love.

A while ago I was studying a research paper on how the different parts of a website cause different reactions in people's minds. One of the very important parts is the subject lines you use.

They will determine whether the customer gets bored and clicks off, or becomes interested and continues reading. Thus making you either lose or gain a potential customer.

To put it simply, subject lines set the tone for the rest of the discussion.

Boring subject line → bored potential customer → no customer. I hope that makes sense.

Using the same principles as the research paper I created a few subject lines using your business as a baseline to do an experiment. The experiment was to see how big a difference subject lines make and it ended up coming to a satisfying conclusion.

Since I won't be using these subject lines for any more experiments I decided to send them to you as a free gift, because...why not.

They will make you score those extra customers that you might be missing by a hair's width.

Just send me a Yes if you are interested and I'll send them over. If not it's all good and I wish you a good day.

JB Rouwenhorst