

Subject Line: Email Newsletter Rewrite

Hi Sarah,

I've been subscribed to your company's email list for some time now.

You're always selling me on a new offer or some discount for a purchase.

While I agree that not attempting to upsell is leaving money on the table, the audience might feel overwhelmed by the constant pressure to buy. Sometimes it feels a bit much, you know?

Might I suggest taking a different approach? One that most companies are yet to implement.

I believe it would help you stand out in a crowded inbox.

If you're interested, reply to this email.

I'd love to discuss it further.

Best regards,
Emmanuel.