

📌 Creative session objective- create a cold outreach template offering a newsletter for local businesses, that have a website but don't have a newsletter.

I will offer to set up a newsletter for them for a testimonial or a small fee- 50eur.

I will offer a welcoming sequence and an abandoned cart email.

### **SL lines:**

Quick question

Quick question. Have you considered adding a newsletter?

Do you fancy a boost in sales?

Attention! Don't miss this chance to boost your reader's engagement.

I'm surprised you haven't considered this

Did you know you are missing X% of your clients?

Preview message: Here's how to not miss a single one?

I was about to purchase and it said failed. HOW DO I FIND MY CART?!

Don't miss a single client anymore

Warning! You are missing a great opportunity to turn your readers into buyers.

Preview message: Here's how >>>

You have a great opportunity to triple your customers' engagement!

Preview message: Here's how >>>

Here is how you can boost your readers' engagement

Attention! Don't miss this chance to boost your customers' engagement

Attention! This is how you are losing X% of your customers MONTHLY!

Preview message: Here is how to stop it!

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I was about to purchase and it failed. HOW DO I FIND MY CART?!

Let's be fair, we would live in a fantasy if a customer would write an email like this.

If they fail to purchase, even due to an unexpected error- they bounce.

And this is how businesses lose **X%** of their potential customers every MONTH.

While looking at your page, I saw that you haven't set up **this lifeline**.

A tool that will not only save you customers but also:

- Boost your readers' engagement;
- Nurture your community;
- Gain your customers' trust;

The best part is that it can be set up completely automated without any surveillance.

Let me know if that sounds interesting to you and I will gladly help you out.

Antanas

P.S. I will not charge you nor ask for any upfront payments and if you don't like the results we can simply shut the process down :)

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I asked my girlfriend (she is a shop manager, NOT AN OWNER, but a manager), whether she would open an email if she received one.

And she said **yes**. Maybe it's her curiosity to read what the heck is inside an email like this, but she would open it.

To my mind the SL is solid, but I am not sure about the whole email.

It's too long and perhaps I failed to convey the intrigue.

They may open the email, but I am not sure whether they will keep on reading and most importantly contact me.