

Problem with the email:

The email does not really answer the question in the title.

The opinions provided on the email are not different in any way to what is already shown in social media and in the website.

There is the email title and then there is a second title changing the subject of the email.

Basic title does not catch the eye.

New email:

How to become a better swimmer (original)

Titles:

Are your swimming improvements stagnant?

The 3 reasons you don't swim faster!*

The easiest way to collect swimming data.

Better than a clock on a wall.

Body:

There can be many reasons why your swimming does not improve, but I'll tell you 3, and I am certain that you will identify at the least with one.

- You miscount laps.
- You get bored.
- You don't know how you are performing.

As a fellow athlete I understand.

Swimming long distances in the pool is asking to miscount laps.

Maybe you swim in open waters,

and get bored of the continuous black void of the sea.

What's worse, you have no way of tracking your effort,

or how much effort you are putting in.

In case you didn't know, the goggles from FORM display all the information you need right before your eyes, no need to stop to check a watch.

These goggles are the next big thing for swimming technology.

Are you ready to make the necessary changes?

If so, click the link, and we will offer you a 10% discount.

email to FORM:

Hi there!

I really like your product, but it feels like you are lacking in outreach quality. For example, the title of this email does not match the content in it. The question is not answered, not to mention how cliché it is.

But I am not here to talk trash about your outreach, that is why I wrote an email that you can use as you please, all I want in return, if you use it, is 15 min with someone in charge.

Here it goes:

Title:

The 3 reasons you don't swim faster!

Body:

There can be many reasons why your swimming does not improve, but here are 3, and I am certain that you will identify at the least with one.

- You miss count laps.
- You get bored during sessions.
- And you don't know how you are performing.

As a fellow athlete, I understand.

Swimming long distances in the pool is asking to miss count laps.

Maybe you swim in open waters.

And get bored of the continuous black void of the sea.

Plus you have no idea of how fast you are going.

Or how much effort you are putting in.

In case you didn't know already, the goggles from FORM display all the information you need right before your eyes, no need to stop to check a watch.

Are you going to make the necessary changes? If so, click the link and get a 10% discount.

If you like the email, contact me.

Second outreach:

Hi again,

There is the chance that my message reached you at a bad time, or maybe you didn't find my offer appealing.

So I just wanted to reach out again, and point out that you are trying to sell an innovative and high-tech product, to both amateur and professional swimmers.

This job can not be accomplished by relying on great sponsorships, and mediocre email newsletters alone, not even your advertisements on instagram stand out.

Your product is only successful because of how good it is! Your customers sell you!

Your engineering team is carrying the company on their back.

I want to help you, I see potential and room for improvement.

Thank you for your time,
André Mota