Actually a decent outreach

WIIFM in the first two lines
A clear purpose for every line
Every line has some sort of WIIFM
A kick-ass offer that is relevant to the prospect and too good to say no to
The outreach is "cool", not so serious or robotic
Each line conveys a sub-message that connects to one main idea.
Having confidence in my writing, the value I bring to the prospect
CTA: A direct question
Long enough to cover all the important parts but short enough to keep things interesting
ALWAYS CHECK IF THERE'S A SHORTER; MORE IMPACTFUL WAY OF SAYING THE LINE

The main idea:

Justin, I hope you're having a great day.

I had a quick look at your website and social media platforms after discovering your YouTube channel.

And I have to congratulate you on something - you are the first person online who made me jump out of my chair.

On what exactly? Your Instagram following is almost 1000 times the amount of your Twitter.

That blew my mind (and my gaming chair as well).

I had to look at both platforms, looking to see a clear difference in the content…

And I saw one aspect that is applied in your Instagram, but not your Twitter.

If you'd like to know how to increase your Twitter exposure, just reply to this message and I'll send you my personal guide on making your tweets heard by a whole new portion of your target market.

Ignore at your own risk,

Hannu P.

Steve, I hope you're having a great day.

WIIFM, tease solution

Reason

Problem

Mechanism and solution

Offer, teasing Free value

CTA

free value pasted

WIIFM in first two lines Check
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Sprinkle humor and your own personality

My FV provides proof of me as a good copywriter, and as someone who can actually help

Steve, I hope you're having a great day.

I wanted to email you because I have a cool and relevant idea that can bring more people to your website through social media.

Let me explain: I came across your Facebook ads the other day and saw a possible mistake that could lower your ad conversion rates.

Not using a disrupting, scroll-stopping picture.

Without a pleasant sight to look at, or a colorful view, the text won't matter at all since anyone will just keep scrolling.

A way to fix this is using ex. colorful text coupled with an intriguing headline.

I've pasted juicy examples of Facebook ads using the three essential elements of social media advertising: Disruption, Intrigue, and Call-to-action.

If you found the drafts a good fit for you, let's talk over a zoom call about how we can turn traffic into money.
paste free value

New idea number 2

Hey name, I'm Hannu.

I sent this email because I have an idea to increase your Facebook ad conversion rates.

Here's a trick to give your ads extra "oomph" by changing a few words:

insert FV

This works because the reader is engaged at the start with a disrupting sentence, and the not sentences build intrigue. Lastly, the reader should be curious enough to click, and end up on your website.

If you're cool with this idea, we can get on a call to discuss about using effective ads to increase your exposure in the Meta algorithm and lead more traffic to your website.

Hannu P.