

SL: Introduction and interest in collaboration

Dear, (their name)

I hope this email finds you well. My name is [my name], and I am reaching out to you because I am impressed with the work that you and your team have accomplished in the [niche]. (what impresses me specifically about their business) ex. How Susan (owner) can put herself in the consumer's shoes almost as if she can read their minds.

Copywriting is a [brief description]. We have been providing quality solutions to clients in [your industry/niche] for years and have been successful in delivering measurable results.

I would like to discuss potential opportunities for a partnership between our companies. We have identified areas where we could add value to your business and vice versa. Our proposal would be tailored to your specific needs and could include [examples of potential collaborations for a specific company]. Ex. the benefits of using a closing strategy

I understand that your time is valuable, so I have taken the liberty of attaching a document below, so you can get a better idea of what we have discussed.

[Included free gift]

I look forward to the possibility of working together soon.

Best regards,

[my name]