

Subject Line: Easy trick for building trust

Hi Brendan,

You do a fantastic job with your LoyalTea program where you improve your customers' buying experience and make them feel like playing a game for points and bonuses.

I have an idea that you can use to keep your customers engaged while on your website. Other brands use this idea to make sure their customers find exactly what they need before they lose patience and search for a different page.

By adding a quiz section to your home page you'll do just that. As a bonus, you will also build massive rapport with your clients, by telling them something they might not know about themselves.

Your brand has massive potential with this approach and many brands in your niche and different niches use it, so it is guaranteed to work.

I've had a few ideas that could work perfectly well with your brand for your quiz. Do you want me to send them over as a gift?