

Subject Line: Deliver your businesses entire "Value Package"

Hey [business name]

I hope you're all doing well. I am going to be completely honest with you, and let you know that I am writing this email as I have a service to pitch your business...

I understand that your business desires to achieve higher conversion rates, as can be seen through your valued added content in your newsletter (Discounts). Which I'm sure is working out pretty well for you.

However, I came to notice that you have not provided the entire "value-package" that your business offers, for example, your great prices, same day dispatches etc. Leading to your business missing out on building a stronger brand identity, and extra excited and satisfied customers.

I've identified several other factors within your newsletter that need improving, that I'd be more than happy to share with you.

Possibly we can hop on a call to discuss this further? Let me know if you're interested by simply replying to this message.

P.S You can check out my portfolio on my featured section on my LinkedIn: @SamFarwell

Kind Regards,  
Sam Farwell