

Hello (name),

(compliment)

I decided to check out your website and was reminded of a specific email list technique called “the lead funnel.” It uses some fundamentals of human persuasion to increase interest in your (product).

I put together some emails based on this.

If you are interested, I will polish them up and send them to you. You can reply with a simple “yes” if you want, and I will send them.

(signature)

Example compliments:

I found your YouTube channel and appreciated your recent video on hip abductor muscles. You give a good overview of the hip abductors, and you have good knowledge of your viewer's main problems during the day and give them exercises to solve their problems.

I found your YouTube channel and appreciated your recent video on exercise intolerance. You understand how hard it can be with autoimmune disease, and you help your main audience get through their struggles.

Your YouTube channel was recommended to me, and I appreciated your new video on how to make oil-free salad dressing. You identified one of the key problems your main audience has and gave them an easy-to-understand way to solve it.