

Cold outreach email to two prospects who have a youtube channel with chess content.

SL: I'm "shocked" (they have a video that hits electricity when they lose a game, I hope it is a creative SL haha)

Hi Alexandra and Andrea.

I was out with a friend who is into chess and he introduced me to your youtube channel. I watched some of your videos and I liked the "shocking" one the most. I felt a little sorry for Alex when she didn't get that high-five, make sure you send one of my high five's through.

I'm writing you because I saw your website and the merchandise you offer.

And I decided to create a few headlines for you since I liked your content.

Would you like me to sent them over?

Best regards,
Martin

[Free value]

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