

Subject lines:

- 1) Hey <Given Name>, I've got something for you...
- 2) Impressed by your <Product name> and more...
- 3) Here's a gift for you, <Given Name>!
- 4) Your products caught my eye, <Given Name>!
- 5) Thought you might find this helpful, <Given Name>
- 6) A quick question for you, <Given Name>
- 7) I think I can help, <Given Name>
- 8) Hey <Given Name>, I have an idea for you...
- 9) Here's something I think you'll like, <Given Name>.
- 10) A unique opportunity for your brand, <Given Name>.
- 11) Your brand stands out, <Given Name>
- 12) Here's a tip to help you, <Given Name>.
- 13) Wanted to share something with you...
- 14) Something I think you'll appreciate...
- 15) Quick question about your email campaigns, <Given Name>?

Body:

Hi <Given Name>

<Insert compliment>

I'm going to be 100% upfront with you.

I think your brand is cool and I want to provide copywriting/digital marketing services for you.

I was looking over your site recently and was impressed with your products, particularly the <Product name> <specific detail>. I have a few ideas on how to make your email listing and email campaigns more effective, which could help increase your sales and generate more leads.

I'd love to create a piece of work and send it over to you as a free gift,

Let me know if you're interested, If not, that's ok.

<Signature>