

SL: I'm not sure if you're aware of this...

Hey, {founder}!

I found your business on instagram, and I must say, I admire the high-quality images throughout your website, as I think they simply look awesome!

I noticed on your website that you seem to have no newsletter, is there any particular reason for this?

Newsletters allow your business to educate customers about your values (discounts, designer glasses, anti blue light glasses etc.), while also creating a positive brand experience for all subscribers.

I would be more than happy to design you an opt-in page + 2 emails (welcome + follow up email), completely FREE of charge, so you can get a taste of what my services can do for your business.

Possibly we can arrange a 10 minute call to discuss this further?

Kind Regards,
{my name}

<https://docs.google.com/document/d/1gSUd1fe2Wfd-nKLEFTKtVRnwCXCLqaGw0yKT3C2tPPs/edit?usp=sharing>