

## **Subject Line: Boosted Sales**

Hi Kevin,

While going through your website, I identified six design tweaks that could significantly boost your landing page's conversion rate, which leads to more clients.

I recently applied these changes to a client, resulting in a 20.42% increase in conversions and 314 new newsletter subscribers.

With those changes, we could aim for a larger audience because our plans were solid and reliable.

I'd like to offer you the first idea upfront. Mind If I drop you five of these ideas?

Regards,  
David Maly