

SL: Beards

Hey <name>.

I'll send you a couple of emails hoping you will take a look at one.

Why? (I'll be very upfront)

Two reasons.

One, if you're interested in building a better relationship with your audience, or want to increase your conversion rate, or maybe just want to set the bar higher for the competition, **read up to half of the email.** **The rest will be my honest compliment.**

Two, I'll tell you upfront that I'm talking about **the quiz and additional "learn section"** on your website.

Learn section would be more of a text+photo page where you would find more specific info about this or that. (or what I call it, the geek section)

And The quiz would be for everyone, beginners or intermediate or advanced. It would be connected to every single piece of your funnel.

It would be something like "your face shape <that> <that> <that> don't know how to check what face type you got? - link"

NEXT

Have you ever grown any beard?

You get my point, I would design it specifically for each product, so you don't need to know anything to know what's best for your situation.
(by design I mean write down everything, not the graphics)

Lastly just to make things clear, I'm Simon, I've been doing copywriting for over a year now and I can tell you that you can hire anyone to do the job I'm talking about, I'll still text you with places where it could've been written better.

HALF

So if you just wanted to hear my compliment, here it is.

As an 18 almost 19-year-old young man, I want you and everyone working in the <name of the company> that I'm really thankful for the work you guys do. Haircuts or beard trims, it's all a piece of art.

The professionalism, the expertise, the style like goddamn it doesn't get better than that hahaha.

No, but seriously you guys will always have a second place in my heart,
Family>Barber>Partner.

The list of positivities that just one visit provides would be 3 times the size of this already huge email, so let me just say...

Thank you.