

- ☒ Start
- ☐ Persuasion cycle
- ☒ Grab attention (newness)
- ☒ Opportunities
- ☐ Threats
- ☒ Curiosity
- ☒ Sensory language
- ☒ Magic of time
- ☒ Identity
- ☐ Roadblock
- ☒ Solution
- ☒ Call To Action

Hi Nick!

Your intro video of (Swiss Military Diver1000) caught my eye and took me from YouTube to your website. I loved the identity your watches have.

By the way, I noticed an opportunity that not only keeps your customers and visitors in touch with your brand, but also increases your sales significantly. You may think it is advertisements, right? No, it is actually a newsletter that engages your email list with your new offers. In addition, it is a low-risk and affordable way of marketing.

If you are interested in discussing this idea further, let me know in the reply to exchange some messages about it.

Best regards,
Somaye