

Cold Email Outreach

Subject Line: Become More Realistic To Gain Credibility

Hi

In case you are wondering how I discovered your business, I was searching through youtube in search of relationship issues, a topic I am very intrigued about because of how many relationships end badly these days and how to thrive in building great relationships.

I respect what you try to accomplish in your business by saving relationships that are going downward. So I want to help your mission to save the family unit by becoming more credible.

Now, I see that your business has credibility because of many testimonials, 100k+ subscribers and tv promotions.

However, I feel that you can gain more credibility by being more realistic in your approach to your viewers.

Now I know you have a research-based program, which means you did some realistic approaches on how to save marriages.

But when I see your lead says the word hope, it will make people question your research because hope is not a strategy. It is not grounded on reality and it won't be as impactful.

I suggest a change in the lead headline below to make it more realistic and believable which I have created below.

Kindly reply back to me if you like the idea I'm giving, if not no worries

Sincerely,

Robyn

Lead Headline: Your Emergency Solution To Your Marriage Crisis