

Subject Line: I'd like your thoughts on this! [this one has worked very well]

How are you doing Tim?

I have recently gained an interest in stocks and came across your content when doing a little beginner research. I watched your "ultimate guide to reading candlestick charts", and I love your energy! The video really helped me out and it's clear you're good at what you do.

I'm a copywriter and tend to use some of my time to develop my skills. Through some of my practice I used your company as an example because I really like what you guys are doing!

Your web design is really nice, but the one thing that struck me when I looked through was the lack of an email list. These lists are a great way to generate leads and begin to build trust with your prospective customers over time and ultimately generate more conversions.

At the bottom of this email is the first email of what would be a welcome sequence if you were to utilise a newsletter. Is this something you have considered implementing with your brand?

Best Wishes,
Jack.

[Insert FV]