

Outreach Station Creation:

Hey Ryan,

Do you know what I've noticed about your newsletter emails?

Something that makes your readers not want to click and open them...

THEY ALL LOOK THE SAME:

1. No personalization: they all look like generic marketing emails, making the readers find them boring.
2. Just a pic with some links: looks like spam to algorithms and lacks substance.
3. The subject lines: "**Grab 15% off SITEWIDE!**". Everyone uses the same ones and readers see it as just another boring marketing email in their inbox and doesn't open it.

These 3 are also the main reasons why emails go to spam and readers not wanting to click or open the emails.

If you want to set yourself apart from your competitor's common newsletter emails and level up yours to legendary to make your readers click and open your emails,

Then you can implement the strategies I've prepared for your product: **Screen SPF 43** across 2 emails.

They will help you tap into your reader's needs and desires more efficiently to get them to believe your product is a tailored solution to their skincare problems.

And they're personalized to prevent your emails from going to spam.

Reply back if you want me to send them over to you.

Have a fantastic day Ryan,

-Philip Winther
