

First email of cold email sequence

Target audience:

- owners of apparel e-commerce businesses
- £7.5k-\$15k MRR
- From the UK

Goal

- Make them interested/curious enough to say yes to the video sales letter.
 - Then on the video sales letter sell them Instagram and FaceBook ads as a service.

SL: Widen your audience

Hi (name),

(company name)'s Instagram page is impressive. Standing out in the apparel market can be hard, but it seems you've cracked the code.

Considering your brand's strong online presence, I believe you can greatly increase your sales by putting your products in front of more people through social media ads.

May I share a video on how you can leverage social media ads to increase your sales?

Best regards,

(my name)

(Business name)