

Hi [Business Owner's Name],

Have you ever heard of Darwin's Theory? Animals evolve based on how well they adapt to their environment, same concept for businesses. Businesses grow based on how well they adapt to their market. In today's digital era, everyone is on their electronics. Wouldn't it make sense to advertise your business online? (enter personalized message/hypothesis—be very detailed and hint at detail, extract something from their website)

If you're curious to learn more about digital marketing we can set a time to talk.

[Your Full Name]

413-345-1350