

Subject: "When life heats you up, we cool you down" 🧊

Hi Peter,

Your slogan... I love it. "When life heats you up, we cool you down." So catchy and iconic. 🏆

After realizing how useful cooling hat inserts can be at festivals, music concerts, and other public events, I'm convinced that there is still lots of potential.

In my opinion, the biggest roadblock is the lack of awareness.

One of the best ways to solve that is using social media that is active, engaging and keeps it's cool. 🤖 Don't post content that is pure advertisement.

Another amazing method to gain popularity is through sending an email newsletter.

Here's an email I wrote to help you start off your newsletter:

<https://docs.google.com/document/d/1re20aFfo17HGigZVOziLwyngMaLrqOOQoi8xiT2BSKw/edit>

I'm willing to manage social media, create and manage a newsletter, and other things, all for **FREE** until I get you results.

If you are interested or have any questions, just say so and we can schedule a time to talk to see if this would work for you.

- Vlad