

Outreach #2
SL: The Missing Piece

Hey [first name].

A bird told me to check out your company, and I couldn't help but notice some **UNTAPPED POTENTIAL** in your marketing strategies.

Top competitors such as **[company]** and **[company]** are **QUICKLY** adapting.

We live in an attention economy.

They are **RAPIDLY** building a presence on multiple internet platforms.

If you understand this, then you **KNOW** you need to do the same.

I know just how to do that, so let's **TAKE ACTION**.

You can ignore this email if you wish, or you can reach your **FULL** potential.

I look forward to hearing from you.