

Hey Drew,

You don't know me yet (I would like to think you don't)

But, that's not really important here.

I'm just a random guy in your email inbox...

Now, down to the nitty and gritty

I want to let you know how great of a job you are doing with your promotions for the "Ultimate Basketball Experience"

It's really something, I mean it.

But, I do think there is room for upgrading.

Not only this event, but your whole marketing strategy.

I have an piping hot system that would allow you to increase online traffic and leads exponentially

AND, the best part.

Wait.

You won't need to spend thousands of dollars

And, it is based on a proven marketing principle called NESB

Mic Drop*

I actually went ahead and made you a xxxx sample

If you like it, let's hop on a quick call next week and discuss our plan.

Have a good one.

Pablo Pena

Hey, Drew