

Subject Lines:

- **The 50 Billion Dollar Pie**
- **You don't ACTUALLY Sell CBD**
- **Help Grandma, Get Rich**
- **Avatars, Markets, and Regulations, Oh My!**
- **One Underlying Mistake**
- **Differentiate or Die**

Hi <name>,

I've reviewed hundreds of CBD businesses across the US and noticed many make the same mistake: claiming to have the best hemp products without a clear customer avatar or emotional sway.

But fear not, I've identified two things you can do to stand out from the rest: showcase customer reviews and build an email list.

Firstly, prominently feature your best customer reviews on your social media and product descriptions to provide social proof and increase customer confidence in your product.

Secondly, stop hiding your social media links and build an email list to capture contact info from those who visit your site. Offer an incentive such as a PDF story, coupon, or exclusive bundle to encourage sign-ups.

The global CBD/Hemp market is projected to reach \$50 billion by 2030, which means there's plenty of opportunity to grow in the US alone.

As a freelancer, I want to learn what the number one problem you're facing in growing your business is. Let's hop on a Zoom call to draw up a game plan tailored to you and tackle the solution.

P.S. - If you have a product you want to sell more of, send me a link and a short description, and I'll write a piece of copy for it for free, whether it's an email promo, ad copy, or social media caption.