

Testing out this very confident approach where I instantly jump into “why I’m reaching out” instead of WIIFM early on.

I think I’ve built enough intrigue with the first 4 lines in order to get away with delaying the WIIFM.

After analyzing the top players and this prospect, I’m pretty confident with the prediction that the customers choosing group tours instead of guided is their current pain.

However, I’m not as confident with the actual dream state of “educating” that I mentioned.

Perhaps I could have worded it to sound more impactful.

As for the CTA I think I’ve done well to attach an identity of a business that cares about promoting their main high-ticket product.

On top of that specificity and scarcity - only 2 hours free in my calendar.

Plus that “should I reserve” question at the end might be an extra push for them to make them feel obliged to reply to at least tell me that they aren’t interested and I shouldn’t book anything.

What are your thoughts?

## Email:

**SL: Correct me if I'm wrong about you...**

Konichiwa,

I've been looking to partner with a luxury travel brand...

You guys seem like a power couple who's out to positively impact other people's lives...

That is precisely what I look for in businesses to which I offer my help.

Self-guided tours offer a fine balance between expert planning and independence...

But not all of your followers know that, so they end up paying for a group tour over and over again.

Through this communication sequence which is crushing it in other industries...

You can educate new followers, past customers and also the guys who were interested but for some reason never decided to buy from you.

If promoting your guided tours is important to you right now then I'm open to having a chat.

Over a quick call, we can get to know each other and discuss the details to see what is it you need the most.

I've got space in my calendar between 6-8pm(UK) this Tuesday(16.05.23)

Should I reserve some time for you guys?

Sayonara,

Mikolaj