



Subject line: [lead name], want to boost your [KPI metric]?

Hi [lead name],

My name is [your name], a [your position] at [your company], a [what your company does for your niche].

I think you have an amazing [aspect of their business, with an example of why you honestly think it is good], but I noticed you weren't taking advantage of [what your lead was missing that you can provide], which could help take your business to the next level.

I recently worked with [example client company] where I helped them achieve [KPI boost that will be useful to your lead] and I'd love to help you achieve similar success!

If you're interested, it'd be great to schedule a call so we could touch base and I could share some ideas with you that could [ease your lead's specific pain point].

Let me know if you're interested, and I look forward to talking with you.

Kind regards,

[Your name, your title]

[Business name]

[Email address]

[Phone number]

[Business website]