



Subject line: Hi [lead first name], it was great to meet you at [event name]!

Hi [lead name],

This is [your name]. It was great meeting you at [event name] where [short, friendly anecdote].

While we were chatting, I mentioned I was [your position] at [your company], where our mission is to help [how your business helps your niche].

It was fascinating to learn about [an interesting part of your lead's business practice] and I remember promising some tips and tricks that could help boost your [lead's KPI metric] even further.

I mentioned how I'd recently helped [example client's company] boost their [same KPI] by [the amount it was boosted by].

I always keep a promise, so get in touch if you're interested in hearing some ideas!

Kind regards,

[Your name, your title]

[Business name]

[Email address]

[Phone number]

[Business website]