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| **Email Concept 1 - “The One Two Combo”** |
| **Subject line: same issue?** |
| Hey {{first\_name}},  Teams like yours across the globe face the same problem - [[insert specific problem statement]].  The longer you’re without a partner to call on - the worse [[negative outcome]].  Do you have 15 minutes for us to show you how we’ve partnered with companies like yours - [[insert positive outcome]]?  Looking forward to hearing from you,  {{Your Name}} |
| **Email Concept 1 Follow Up** |
| **Subject line: reply in thread** |
| Hey {{first\_name}},    I am following up on my note below around how to give your team an end to end solution in asset tracking.  Do you have 15 minutes to discuss? |

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| **Email Concept 2 - “The GIF”** |
| **Subject line: {Prospect Company Name} + {Your Company Name}** |
| [[first name]] - sometimes, a boring email just doesn’t do the job. Here’s a quick GIF I made - hopefully this gives you a snapshot of who we are and how we can help:  [[INSERT GIF]]  The point is - [[insert problem statement]]. Our [[insert solution and positive outcome]]. We can show you how it works - how does this week look for you?  Thanks, |
| **Email Concept 3 “Keywords and Reasons”** |
| **Subject line: relevant and effective** |
| Hey {{first\_name}},    The two words in the subject line typically don't come to mind when leaders like you think about [[your industry/space]]. [[specific problem]] is real, and [[another specific problem]].   * First industry problem * Second industry problem   You deserve solutions that are relevant, effective, and easy to use. |