

PITCH EMAIL TEMPLATE

Hi <name>,

Paragraph 1: Greeting.

Thank your reader for their time. At this point they've seen you a few times in their inbox and if they haven't unsubscribed from your list, you know they are interested in working with you. So be kind, courteous, and to the point. You don't need to waste their time.

Paragraph 2: Talk about your freelance service

Remind your reader of their pain point and how awful it is.

Show them how your freelance services can help them fix that pain point.

Fill them in on the why's, what's, and how's of your service so they can make the most informed decision about working with you.

This is a good place for testimonials if you already have some.

Paragraph 3: CTA

Write a strong call to action for your freelance service.

Make it as easy as possible for them to contact you to start working together by give them a single link to your email or a form that they can fill out to describe the type of project they have for you.

If they click the link but don't end up follow through, make sure to [add a trigger to the email link or form so you can tag them as interested in your freelance service](#). This will help you better know what you reader wants and needs in the future.

Paragraph 4: Thanks

Thank your reader for their interest in you and your freelance services. Let them know how excited you are to hopefully work with them and how to find you if they have any further questions or comments.

Sign off

