

SALES EMAIL TEMPLATE

Diane, question for you re: your photography needs

I loved your recent blog post on wedding cake decorating. It made me totally respect cake makers on a whole new level!

My name is Frank and I run a photography business that focuses (pun intended) on food photography. I've noticed that the photography on your site appears to be all stock photography.

I would love to talk with you about how I can help you create unique photography assets for your cake business.

Would you be interested in grabbing a cup of coffee or jumping on a call with me next Monday or Tuesday?

Hope to hear from you soon!

*Frank Smith
Food Photographer*

Enticing subject line

Keep it intriguing and under 7 words

Engaging email opening

Do your homework and personalize.

Concise body copy

Five sentences max.

Introduce your company, directly addresses their pain point, and share that you have a solution or strategy to help.

Clear call-to-action

Persuade your reader to take a specific action.

Easy-to-access email signature

Sign off with a simple email signature that includes at least your name, your company.



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