

Cold email for local companies:

Hi! I'm Chris Barin and I'm actually a big fan of your company. I'm writing you because I think the look of your website could be improved quite a lot. I specialize in this type of thing, but since I'm a freelance web designer I won't charge an arm and a leg. Have a look at the attached file and let me know what you think. I'm confident we can significantly increase sales through a redesign that won't break the bank. Thanks!

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Message for a client on 99designs:

Hi! I'm Chris and I had a good look at your brief. I think this is what you're looking for – a modern, professional design that's going to get you more leads/sales. I designed it in such a way where the coding side won't be too complicated or expensive. And just in case your developer needs some help after the contest is over, I'm always here for support. Let me know what you think and if you want any changes, just let me know. Thank you!

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No feedback on 99designs:

Hi! I saw that you skipped my design in your latest round of feedback. I guess I missed the mark with my entries, but I'd love to design a great website for you and your business. I've read the brief a few times, but I need a bit more help – please let me know what I'm missing and I'll be glad to send over a much improved design. Thanks!

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Get more work:

Hello. It was great working with you on this project, you've been awesome! I think the next step is to create the responsive version of the design and that shouldn't take more than X days and about [40-50% of the initial budget]. And just as a heads up – I do a lot of Facebook Ads in terms of creatives so if you need some banners that will improve your results, just let me know and I'll send over a proposal. Thanks and, again, it's been a pleasure!

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Set up an hourly rate after a project:

Hi! I'm very happy that the project is moving along nicely and that the first version is just about done. Right now I think you might need some minor tweaks here and there, edits that will help you get the

most out of this redesign. That's why I propose we switch from a project-based agreement to an hourly rate. This way we can do any type of experimenting or A/B testing while having full transparency. Hourly works best because you never know what analytics are going to say about our redesign. To keep track of everything, I propose we use Hubstaff [or any other tracking program] which is totally free for you. This program will show you everything that I'm doing, how much I'm working, and so on.

My usual rate is \$40 per hour billed every two weeks. We have a great relationship and I think we can do awesome things together so I'm happy to give you a better rate of \$30 per hour. Let me know what you think and we can jump in! Thanks.