# The 1-Sentence Email

Subject: [Process / Topic]

Hi Marcus,

If we could help your team cut sales cycles in half and close 27% more deals, without hiring or changing your tech stack, would that be worth a quick chat?

Best,  
Alan

P.S. Saw your team hit a new revenue milestone, congrats. Always great to see momentum like that!

# Pain Point + Case Study Strategy

Hey {{firstName}}, are you experiencing {{pain point}} / how are you managing {{pain point}}?

The reason I’m asking is because we help {{job title}} at {{subniche}} solve {{pain point}} by {{offer}}.

Just recently, {{case study}} achieved {{transformation}} in {{timeframe}} after working with us and made a quick video outlining how we’d do something similar for {{companyName}}.

Is this something of interest?

# The Trigger + Pain + Proof + CTA approach

Hey [name]

Saw you [relevant trigger], Imagine you’re/thought you’d [implication based on trigger]

Usually, our customers struggle [main problem related to ICP]

So [dig into the pain]

We’ve been helping [social proof]

[positive outcome & how your solution did that]

[Soft CTA]