# The 1-Sentence Email

Subject: [Process / Topic]

Hi Marcus,

If we could help [main problem related to ICP], [without {{transformation}}, 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!

TIPSS framework (Trigger, Implication, Pain, Social Proof + Solution, and soft CTA)

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]