



Email

Subject: I've been following your {!blog, tweets, success} for quite a while and wanted to reach out.

Dear {!FirstName},

We haven't met in person, but I've been impressed with your {!work/leadership/blog} for some time. {!Details about how this has made an impression on you}.

This isn't a particularly easy environment to excel in. Amazing work.

I was wondering if I could ask you a couple of questions. My company is having some success with {!product/service}, but your insights could really help us accelerate.

I'd like to follow up about this with a quick phone call. We can cover the important issues in 20 minutes. Can I call you at {!time and date} EST?

Subject: Congrats on {!Special}!

Dear {!FirstName},

You and your team have really accomplished something. The {!feature/product/press mention} yesterday is making a big impression with the people I talk to. I wanted to reach out and say congratulations.

My company has also been doing pretty well. We recently announced {!customer/competitor} as a client for our {!product}. Maybe something like this could help you continue your impressive momentum?

I'd like to follow up about this with a quick phone call. We can cover the important issues in 20 minutes. Can I call you at {!time and date} EST?

Subject: Hi {!FirstName}! I found an article on {!your industry/competition/field} and thought of you.

This article appeared in {!name of publication/website/blog}. I thought it did a good job of capturing the dynamics of {!the situation}: {!link}.

I've been thinking about this because my company is struggling with the same issue. Although we just launched {!feature/product} and recently signed {!customer/competitor}, we've been working on {!issue}, like {!the company profiled}.

I'd like to follow up about this with a quick phone call. Do you have 20 minutes to speak with me at {!time and date} EST?

Subject: Saw your tweet about skiing – here are my suggestions.

Dear {!FirstName},

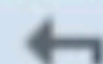
I've been skiing since I was six, and have lived in Colorado for four years, but for a family-oriented vacation like you posted about, I'd suggest Utah. Here are my three favorite resorts and hotels: {!three favorite hotels}.

I hope you find this helpful, and you have a great vacation.

yesware.com/resources

insideview.com

Mail ▾



Move to Inbox



More ▾

COMPOSE

Inbox

Starred

Sent Mail

Drafts (43)

HubSpot Sales

Company Stuff

Customer Success

Account Manage...

Client Meetings



Margot ▾



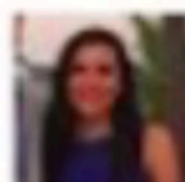
I look forward to hearing from you.

Cheers,

Margot



Margot da Cunha
Wistia Customer Happiness



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