





Don't be a robot:

Dear Elliot,

I am writing you to discuss how our product suite can create strong synergies with your company as a best-in-class TLA. Our scalable, turnkey solution leverages a brand new framework that allows us to streamline processes which reduces costs for our clients.

I would very much like to discuss this further with you and suggest we try to schedule a meeting with the appropriate people. I look forward to showing you how we can be a value add to your business.

Sincerely,

Robot



Be a human:

Hi Elliot,

I'm reaching out to chat about how our products can help your business. We've helped clients like you reduce costs and grow customers, so I would love to see if we could be a fit.

How does 1pm or 2pm on Tuesday work for you? Let me know and I'll send over a calendar invite.

Best,

Human



How to be a human:

- Use informal speech
 - Hi vs. Dear, I'm vs. I am, chat vs. schedule meeting, best vs. sincerely, etc.
- Don't use corporate jargon:
 - Never use these words: synergy, streamline, value-add, turnkey, product suite, etc.
 - o Don't use acronyms
- Use humor (in moderation)
- Be yourself in your messaging

