Email 1: Introductory message

[Insert subject line]

Hi [First Name],

My name is [insert your name] and I’m a [insert title] at [insert company name]. [Explain how you received their contact information]. We’ve never formerly met, but I wanted to see how I can possibly help you with our services.

My team at [insert company name] knows that managing a [insert problem] can be challenging. We’ve successfully helped our clients solve similar situations. Some of what we do includes:

* [Benefit 1]
* [Benefit 2]
* [Benefit 3]

Let me know if you are available [insert date] for a quick call.

I look forward to connecting with you,

[insert your name]