

Subjects:

Invitation to Network
I need your help
Best email of the day – trust me.
Do you know (insert their competitor)?

The point is- you want to get their attention, but not sound spammy.

Body:

Hi (Name)

This is not a solicitation. I won't be asking you to buy anything.

I'm reaching out you today because I also run a business in _____ and I wanted to introduce myself. I know you probably get a lot of junk solicitations in your inbox every day, and I just want you to know that's not the case with this email, I truly think you're going to appreciate this.

Like I mentioned above, I too run a business here locally – it's called **XYZ Consulting Group** and work with great small businesses in the ____ area like yours.

My Agency just launched our first issue of _____ a monthly web magazine that offers helpful advice and insights related to marketing a small business online We're pretty excited about it and interested hearing what you think about it.

There's absolutely no obligation, if you're interested the only thing we need is an email to send it to. Each month you'll receive a new issue, covering various aspects of marketing your business online.

Please stop by our website and check it out. Just follow this link here:

www.YourWebsite.com/freemagazine

If you have any questions or feedback please don't hesitate to touch base with me anytime.

Your Name
Phone
Website
Email

Here's the deal-as much as we say we're looking for "feedback & suggestions" the whole point is to get them to experience the magazine, and let it work its magic. Once they become a subscriber it's up to you to follow up with weekly marketing tidbits, social proof and other content that continues to raise your status as the expert – Because nobody else is providing value to them, like you have – delivered up on a silver platter!