

Subject: Ohhhh, this makes my blood boil...

Hey [name],

I hate to start out with such negativity, but it really frustrates me when [insert thing that is frustrating you that will probably upset your audience too].

[Add more details, share a story and give the background]

The problem is, people don't realize [give a list of reasons why the thing that makes you mad is the wrong approach].

That's why [I've created XXX product/content that cuts through the B.S. / I'm glad there are people like XXX product/content creator who cuts through the B.S.]. Click here to get the real truth [insert link to content/product etc. If you are trying to sell a product, give them a list of benefits and more reason to take action].

It's time the truth gets out!

To your success,  
[Your NAME]