

SUBJECT – Did you see [point #3 / what X said in the interview / etc.]

Hey you [NAME],

The other day I told you about [a video / a new podcast / an interview/ to the blog / on Facebook, etc.] I just posted to help you [insert content benefit].

[INSERT A TEASER – for example, “Point #3 was my favorite. I do this all the time and I can’t believe how much faster I get things done.” Or if it was an interview, insert a thought-provoking quote. This should be something that makes them want to look.].

Go here now [LINK] and it might just make all the difference for [insert benefit your content provides].

To your success,
[your name]