



**Subject:** Resources used by local competitors.

Hi [prospect name]

Following on my previous email, as they have a tendency to slip through the cracks. At the very least, I wanted to provide you with the top resources that your industry peers in our area usually find helpful:

- [Helpful link]
- [Case study]

Would it be helpful if we scheduled 15-20 minutes to discuss how some of these topics may align with your 2019 marketing strategy?

[Your name]