



**Subject:** 26 seconds (or less).

Hi [prospect name]

I'll keep this short and sweet to make the 26 seconds it takes to read this worth your time (yes, I timed it.).

I regularly get to speak with business owners like you about improving their online presence [Prospect company name] is on my radar because I've helped a lot of companies like yours see substantial market area growth through an improved online presence.

Could we schedule a 15 to 20-minute call to discuss your strategy for digital growth -- what excites you, which challenges you see, and how you envision your plan changing down the road? Even if you decide not to continue the conversation after our call, you'll leave with some advice for your website that will make an immediate impact.

Regards,

[Your name]

P.S. Take a look at the below links before scheduling our call:

[Helpful link #1]

[Helpful link #2]