



Subject: Resource for marketing questions.

Hi [prospect name],

I'm sending this note to introduce myself as your resource here at PinPoint Local. I work with small businesses to improve their online presence while subsequently growing their market share locally.

I stumbled onto your website, which inspired me to dig around a bit to gain a better understanding of how you are handling your web design and marketing strategy. In doing so, I noticed a few areas of opportunity and felt compelled to reach out to you directly.

PinPoint Local is working with similar companies in [your area] to provide them with the tools to maintain online relevance in an increasingly digital world.

When do you have 15 minutes to connect this week?

Thanks,

[Your name]

P.S. Below are a couple of useful links before we speak:

- [Helpful link #1]
- [Helpful link #2]