**Subject**

[Insert prospect first name] a question for you

**Body**

Hi [insert prospect first name]

When I was browsing on LinkedIn, I noticed that you [insert relevant prospect intelligence that you have gained].

Our business, [insert your business name] solves this problem efficiently and effectively for a large number of businesses in the [insert prospect industry name] industry.

Our solution provides [insert value proposition].

Would you be interested in a 15-minute call to discuss this further?

John Smith

CEO

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