**

Subject line: Congrats on [noteworthy event], [reason it’s noteworthy].  
  
  
  
Dear \_\_\_\_,  
  
  
I know from [something that makes you credible] that [define prospect’s pain point]. In the past year we’ve worked with companies like [similar companies] to help them achieve [the number one benefit you can provide] and was thinking we might be able to help you as well.

I’m not sure if this is a fit, but if you’d like I can [offer or other reason the prospect should take action].

Please reply to this email, call me at [phone number] or learn more about us at our website at [website link].  
  
  
  
I look forward to hearing from you,

[Name]