**

Subject line: You’ve taken the first step …  
  
  
  
Dear \_\_\_\_,

Thank you for [event trigger]

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] using [service or product relevant to trigger]. You’ve taken the first step, now let me help you reach the finish line.

Please reply to this email, call me at [phone number], click the link below, or learn more about us at our website at [website link].  
  
  
  
Talk to you soon,

[Name]