

Templates are used to
personalize faster --
NOT send faster.

Do your research.
(and put inside your message)

Brief. Blunt. Basic.
(you have < 15 seconds)

Tailored

1-to-1, personalized

Less risk,
more effort

Targeted

1-to-many, generalized



~~Templated~~

1-to-many, canned garbage

Higher risk,
less effort