



Email with no incentive

Subject: Can I ask you a question?

Hey there <name>,

I'm popping into your inbox today to ask you one simple question...

What are you currently struggling with when it comes to figuring out/choosing/ordering your wedding stationery?

What's tripping you up or frustrating you?

I ask because I want to create blog posts that are as valuable and helpful as possible, but I can't do that unless I know what you're struggling with! For lack of a better movie quote, "Help me, help you".

All you have to do is click "reply" and let me know.

Hope to hear from you soon!

Heidi



Email with incentive

Subject: Can I ask you a quick question?

I promise I'll keep it short and sweet <name>!

I'm popping into your inbox today to ask you one simple question...

What are you currently struggling with when it comes to figuring out/choosing/ordering your wedding stationery?

What's tripping you up or frustrating you?

I ask because I want to create blog posts that are as valuable and helpful as possible, but I can't do that unless I know what you're struggling with! For lack of a better movie quote, "Help me, help you".

What's more is I'll be picking 10 people who reply and hopping on Skype with them for 15-minutes to help them through their specific challenges.

Problems, solved. :)

All you have to do to snag one of these calls is hit "reply" and let me know what your biggest struggle or obstacle is right now!

Heidi