

**Intro**

**Subject Line: Your prospects are lazy, (First Name)**

Hi (First Name),

Let's face it. Life would be a lot easier if things we needed found *us* - at the exact right time - and solved our problems.

It's our strategy behind lead generation. We reach the right decision maker, with the right message, at the right time. The result is that your sales team has conversations instead of cold calls.

We run digital B2B marketing campaigns to produce qualified leads and brand impressions.

Interested in learning more? Let's talk.

All the best,  
Chelsea

**Follow-up**

**Subject Line: Re: Your prospects are lazy, (First Name)**

(First Name),

Following up on this info I sent you a few days ago (included below).

May I send you more information?

Chelsea

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**Final**

**Subject Line: What do you think of this?**

Hello (First Name),

We've developed a Predictable Revenue process to generate qualified leads for B2B companies.

It's simple: We utilize great data, smart creative, and a team of experts to get your message into the marketplace at the right time.

Prospectr produces leads for our many clients in the U.S. and Europe through a tried-and-true digital marketing strategy. You could always use more prospects, and we know how to get them for you...

May I send you more information?

Best,  
Chelsea