Message 1 Intro
Subject Line: Does anyone understand your data?

Hi (First Name),

Data is powerful—but when it's presented in a way your audience doesn't fully grasp, your message won't get through.

To effectively communicate your data to internal and external audiences, you need to focus less on the numbers (I know, it may seem counterintuitive), and ***more on the impact on your audience.***

This is ▮▮▮▮▮▮▮▮, CEO of ▮▮▮▮▮▮▮▮▮ and instructor at LinkedIn Learning and ▮▮▮▮▮ ▮▮▮▮▮▮. I'm passionate about helping organizations utilize their data to communicate effectively with their audiences, whether it's a presentation to key stakeholders within your company or positive statistics you'd like to share with your customers.

My one-day, on-site workshop immerses your team in visual data communications, from how to read the data, to the best format to communicate it, to how to effectively grab the attention of your audience in the ▯ of a second they take to determine if they will even look at your information or not.

I'd like to provide you a complimentary consultation to identify how you can improve your data presentations. I will share with you the biggest problem people face with data communications and the top three ways you can solve them.

Simply reply to this email for more information.

Best regards,

▮▮▮▮▮▮▮

Message 2 Follow up
Subject Line: Step up your data game!

Hi (First Name),

There is a better way to communicate your data!

I've provided more information below about how your organization can step up your data visualization and data storytelling game.

Best,
███

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Simply reply to this email for more information.

Best regards,
██████████

Message 3 Final
Subject Line: Improve data communication through visualization

Hi (First Name),

Did you know that 90% of the information transmitted to the brain is visual? If you don't effectively use visualizations to communicate your data, you aren't creating a genuine connection with your audience.

Since the human brain processes visuals at a rate 60,000 times faster than text, any data communications will be more successful with the proper visual format.

I'm ███████, data visualization instructor at LinkedIn Learning and ███████████. I teach teams how to create compelling data visualizations (including infographics and charts) through research-driven approaches to better connect with their audience.

Freddie Mac, Deloitte, and Abbott are among the companies that have transformed the way they approach data visualization and storytelling using the best practices taught in my one-day, on-site workshop.

If you've ever thought "there must be a better way to present my data," I'd like to provide you a complimentary consultation to identify how you can improve your data presentations. I will share with you the biggest problem people face with data communications and the top three ways you can solve them.

Simply reply to this email if you are interested.

Best regards,

███████