

## EMAIL 1 of 3 – split test version 1

**SUBJECT:** 📧 {firstname}, do you want 9 complementary golfer trading cards?

Hi {firstname}, I'm {first and last name of company founder} from CardMakers ([CardMakers.us](http://CardMakers.us)).

We print high-quality personalized trading cards like these for baseball and football players.



Now I'm doing some market research and I have a complementary win-win offer.

**How you win:** You get a deck of custom trading cards, delivered to your door, no cost to you at all for design, printing or shipping (you get 3 cards with your photo/info + 2 of your golfer friends get 3 cards each with their photo and info).

**How I win:** You tell me if golfers like you would want trading cards featuring their photo/info so they can collect, share and swap them with others.

If that sounds like a fair trade, just reply with your thoughts.

That way I'll hear what you have to say and we can get to work creating your complementary deck of trading cards.

(So you know, when athletes order our affordable cards, they pick from professional design templates, there's no minimum quantity to order, they get unlimited revisions, and there's no delivery fee.)

Thanks, {firstname}.

{first and last name of company founder}

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## EMAIL 1 of 3 – split test version 2

**SUBJECT:** {firstname}, where do I send your golfer trading cards?

Hi {firstname}, I'm {first and last name of company founder} from CardMakers ([CardMakers.us](http://CardMakers.us)).

Since you're a golfer I'd love to get your opinion in exchange for a complimentary deck of 9 personalized trading cards, delivered to your door, no cost to you for design, printing or shipping.

We already print high-quality personalized trading cards like these for baseball and football players...



...but now I'm doing market research to see if golfers like you would want trading cards featuring your photo and info so you could collect, share and swap them with others.

So, if you'd like to get your hands on 3 trading cards with your photo and info while 2 of your golfer friends get 3 cards each with their photo and info, simply reply with your thoughts.

That way I'll hear what you have to say and we can get to work creating your complimentary deck of trading cards.

(So you know, when athletes order our affordable cards, they pick from professional design templates, there's no minimum quantity to order, they get unlimited revisions, and there's no delivery fee.)

Thanks, {firstname}.

{first and last name of company founder}

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# Cold Email Campaign

Client: *CardMakers.us*

**Grant Pasay** *Copywriter*

*Rely on 20+ years' experience.*

[grantpasay.com](http://grantpasay.com) | [copy@grantpasay.com](mailto:copy@grantpasay.com)

## EMAIL 1 of 3 – split test version 3

**SUBJECT:** {firstname}, I'll swap 9 golfer trading cards for your opinion

Hi {firstname}, I'm {first and last name of company founder} from CardMakers ([CardMakers.us](http://CardMakers.us)).

Would you like 3 trading cards with your photo and info while 2 of your golfer friends get 3 cards each with their photo/info?

Since you're a golfer I'd love to send those 9 personalized cards to your door at no cost to you for design, printing or shipping...

...in exchange for your thoughts about if golfers like you would want personalized trading cards so they could collect, share and trade them with others.

We already print high-quality personalized trading cards like these for baseball and football players.



Now I need to know if golfers will love them just as much.

So, does 9 high-quality printed and personalized cards for 1 opinion sound like a fair trade?

If so, just reply with your thoughts. That way I'll hear what you have to say and we can get to work creating your complementary deck of trading cards.

(So you know, when athletes order our affordable cards, they pick from professional design templates, there's no minimum quantity to order, they get unlimited revisions, and there's no delivery fee.)

Thanks, {firstname}.

{first and last name of company founder}

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## EMAIL 2 of 3

**SUBJECT:** {firstname}, did you miss this?

Hi {firstname}, just checking to see if you missed my earlier email.

I'm {first and last name of company founder} from CardMakers ([CardMakers.us](http://CardMakers.us)).

I was asking if you'd like 3 trading cards with your photo and info while 2 of your golfer friends get 3 cards each with their photo/info.

I'm ready to mail you those 9 personalized cards at no cost for design, printing or shipping.

In exchange, I'd love to hear if you think golfers like you would want personalized trading cards they could collect, share and trade.

We already print high-quality trading cards for baseball and football players.



Now I'm seeing if golfers will want and love them just as much.

So, if you'd like to exchange your opinion for 9 high-quality trading cards, simply reply with your thoughts.

That way I'll know what you think and we can get to work creating your complementary cards.

(So you know, when athletes order our affordable cards, they pick from professional design templates, there's no minimum quantity to order, they get unlimited revisions, and there's no delivery fee.)

Thanks, {firstname}.

{first and last name of company founder}

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## EMAIL 3 of 3

**SUBJECT:** 📧 {firstname}, last chance for 9 personalized golfer trading cards

Hi {firstname}, not sure if you missed my earlier emails, so here's a quick summary:

- I'm {first and last name of company founder} from CardMakers ([CardMakers.us](http://CardMakers.us))
- I'm asking golfers if they'd want high-quality personalized trading cards to collect, share and trade...like the ones we already print for baseball and football players



- In exchange for your opinion, I'd send you 3 trading cards with your photo and info while 2 of your golfer friends would get 3 cards each with their photo/info
- I'd mail you those 9 personalized cards at no cost for design, printing or shipping

If that sounds fair, just reply with your thoughts.

That way I'll know what you think and we can get to work creating your complementary cards.

(So you know, when athletes order our affordable cards, they pick from professional design templates, there's no minimum quantity to order, they get unlimited revisions, and there's no delivery fee.)

Thanks, {firstname}.

{first and last name of company founder}

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