Word count: 124

Subject: Thoughts regarding Covid-19

Steve,

I’ve been working with a number of your peers, including Rathbones, Freshpak and New Primebake, to help them deal with the current Covid-19 scenario.

*Name dropping competitors demonstrates social proof and relevance from the first sentence. Current situation leads into the future pacing in the body of text below:*

Key challenges we’ve helped them find solutions for:

* How to manage a fluctuating workforce due to self isolation and sudden spikes in sickness
* Delivering business continuity in production and fulfillment of orders with the major supermarkets
* Finding the right volume of workers at short notice, without compromise on quality

*The three bullet points above have been written to demonstrate situational fluency for a production manager in a food business. The goal is for two out of three to resonate enough for the reader to internalize “That’s me”. This uses the trigger of authority – if we have helped companies who he knows deal with challenges he experiences, then I might benefit from a conversation.*

If any of these challenges resonate, I’d welcome the opportunity to talk. When would be best for us to catch up on Skype for 10 minutes this week? I’ve attached a link to my calendar to make it easy to schedule.

*The cause and effect statement is subliminal in the first line of the last paragraph. If this (resonates) then that (let’s talk). Playing down expectations with a 10 minute skype and giving me an easy life to book it now whilst I am reading the email increases conversion as action is immediate and is in direct proximity to the emotional reaction.*

I look forward to speaking this week.

Regards,

Jeremy