Introduction Email to Potential Clients

Hi [Prospect],

[Your name] with [your company]

We're a Y company that specializes in [choose either your primary vertical or a vertical you have experience in] to [insert a typical challenge you help clients face].

I'm wondering if you might be open to an initial conversation to gauge a fit?

We've worked with companies like [insert 2-3 clients here relative to the vertical] to [insert a typical client goal].

If you have a minute or two to learn more about us, you can visit us here at [site]. If I don't hear from you, I will reach out to you via phone later in the week.

Thank you,

[Your Name]