

Sample: Sales Email for LBM Group (Part 1)
(Target: Software Developers)

Email subject:

We are interested in selling 10,000 of your apps in 60 days

Body copy:

Hi [Recipient Name]:

Would you like to sell 10,000 apps in just 60 days? That's right – I'm asking if you would like to *sell* not *buy* something. Now I know you don't hear that every day.

My name is Dmitry and I'm with the LBM Group. We sell "app bundles" where customers purchase a bundle of apps at a discounted rate (i.e. \$300 worth of apps for only \$49). We've already had tremendous success with this previously ([here's an example](#)) and are planning another product launch next month.

We expect to sell 5,000 bundles a month for at least the first 2 months. We have reviewed your software and think it would be a perfect addition to our newest bundle which is targeted at college students.

This is a great way to increase your cash flow and expand your customer database.

I will follow up tomorrow with an email that explains our specific offer and conditions. I just wanted to introduce myself before I shot you an email that you may have mistook as spam.

Thank you for your time.

Best,

Joshua Monen

Copywriter

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