

Superflat Cold Email Copy

[Email 1](#)

[Email 2](#)

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Email 1

Subject: Question for FNAME

Body:

FNAME, congratulations on surviving the pandemic, lockdowns and a tumultuous election cycle!

My name is [NAME] and we've helped hundreds of other concrete and facilities professionals benefit from higher quality, harder, smoother and more long-lasting concrete without concrete cancer and myriad other concrete issues.

With Superflat, you've dramatically reduced the risks of crazing, spalling, cracking, shrinking, dusting, efflorescence or vapor drive.

Do you have time in the next few days for a brief phone call so I can share a bit more and see if we can do the same for you?

If so, reply to this email with a few times you are available, or send me your calendar link.

Have a great day!

[SIGN OFF]

Email 2

Subject: Do you work with concrete?

Body:

FNAME, my name is [NAME] and I'm writing because I was browsing your LinkedIn profile and noticed you've worked with concrete in the past.

We've helped hundreds of other concrete and facilities professionals benefit from higher quality, harder, smoother and more long-lasting concrete without concrete cancer and myriad other concrete issues.

Our revolutionary formula dramatically reduces risks of crazing, spalling, cracking, shrinking, dusting, efflorescence or vapor drive.

Do you have time in the next few days for a brief phone call so I can share a bit more and see if we can do the same for you? No hard selling...I just want to ask a few questions to see if we might be a good fit.

Please reply to this email with a few times you are available, or send me your calendar link.

Have a great day!

[SIGN OFF]