

LAZY MAN'S ARBITRAGE

E-MAIL SWIPE FILES

Response to Craigslist Gig Ads -
Subject: (Anything!)

Hey,

I saw your ad on craigslist looking for someone to (Insert the Service). I'm very interested in this job and I wrote a quick white paper for you to look over. It's a quick read and it covers what I have done for others as well as some examples for you to look at.

Let me know what you think,

(Name)

Cold Email to Future Prospects -
Subject: Quick Question about (Industry)

Hey,

I saw that you were pretty established in the (industry). The reason for the email is that I am establishing a new office in (city) and wrote a quick white paper on how you can (benefit).

It's a quick read and you'll learn a lot from it. Let me know what you think,

(Name)