



“Hey Caryn, the revision had an almost **100% open rate** and **20% response rate!** We’ve never had such *awesome numbers!*”

Soundninja- a website plugin that enables readers to hear the music they read about.
Soundninja.com

Before	After
<p>Subject: Just Returning the Favor</p> <p>Hey [prospect],</p> <p>I just discovered [artist] from a post on [blog name] -- awesome find! They're now on my workout playlist for tonight :)</p> <p>I'd like to return the favor. Are you interested in growing your readership or getting more ad revenue from your website?</p> <p>To give back to the music bloggers who've given us so many classic tunes, myself and a team of wizards from Australia built a new website plug-in for music blogs we call 'Soundninja'.</p> <p>Soundninja enhances editorial content to boost reader engagement and creates a new source of advertising revenue for websites that discuss musicians.</p> <p>After installed, the plug-in displays the latest songs and upcoming concerts of the musician's mentioned in your posts, automatically and for free :)</p> <p>I'd love to you talk to you more about how Soundninja can help grow [blog name] and show you a demo, if you're interested.</p> <p>Have you tried advertisements on [blog name] in the past?</p> <p>Best,</p>	<p>Subject: Question About [Blog Name]</p> <p>First of all, I want to say thanks because I just discovered [artist] from a post on [blog name] -- awesome find! They're now on my workout playlist for tonight :)</p> <p>Secondly, I'd like to ask if you might be interested in a new plug-in that is built <i>specifically for music blogs</i>.</p> <p><i>Soundninja</i> enhances content and boosts reader engagement, because it enables readers to preview the music and discover upcoming concerts of any artists mentioned in your posts.</p> <p>It's all done automatically... and don't worry, it's completely free to use!</p> <p>I'd be more than happy to show you a demo/answer any questions you might have. If you'd like to know more about how Soundninja can benefit [blog name], feel free to give me a call at [redacted] or just reply to this message.</p> <p>Thanks a bunch!</p>