

Skyscraper Campaign Email Script

Subject: Happy Tuesday, **{Prospect's First Name}**

Hi **{Prospect's First Name}**,

I hope you're not going too crazy during quarantine like I am. #threekids #remoteschooling

I just finished a monster guide on **{Topic}** for **{Domain URL}**. I spent a gazillion hours putting it together and to keep me focused, I probably consumed enough Starbucks Latte's to kill a small horse.

Anyways...

Last night, I came across this page on your site: **{Their Page URL}**.

I noticed that you referenced **{Competitor Site Name}** in your article. Luuuuv that site, I actually went to prom with the owner's son's best friend's next-door neighbor. #waitwhat #makesnosense #kidding :-)

In all seriousness...

The **{Topic}** guide I wrote has tons of research and actionable advice that I thought might be useful for your readers and wondered if you might be interested in updating your piece to include my link.

Here's the article, wanna check it out?

{Article URL}

Would you be interested in linking to it perhaps? :)

Thanks!

{Your First Name}

Email: info@zestard.com

Website: www.zestard.com

