

Cold Email - This is one of the emails to A/B test (email #2 in a series of 3 emails)

Client - Let's Ledger (B2B accounting firm)

Email #2

OPTION 1

Subject line:

Does your bookkeeping include THIS?

Preview text:

Here's what every tech company needs.

Hi [NAME],

How do you use your financial data to make smart business decisions?

Accurate data is **vital** for company investments or gaining funding. For [COMPANY NAME], a **month-end close** should be embedded in your bookkeeping plan.

At Let's Ledger, our 4-step month-end close process sets you up for future company success in more ways than one.

Book a call [here](#) to get on-track toward accurate data and headache-free accounting, year-round.

Cheers,

[NAME]

Partner | Let's Ledger
(123) 123-1234

P.S. - CEO of NexHealth Alamin Uddin says, "*The Let's Ledger team has allowed our executive team to focus attention on business growth, while we leave the accounting to them.*" - **We're confident we can do the same for you.**

Not interested in hearing from me again? Just reply to this email to let me know.

Cold Email - This is one of the emails to A/B test (email #3 in a series of 3 emails)

Client - Let's Ledger (B2B accounting firm)

Email #3

OPTION 2

Subject line: Easy-breezy tax seasons await

Preview text:

Know what to expect with year-round support

Hi [NAME],

[NAME] from Let's Ledger here - Just wanted to follow up with you one last time.

As our client, accounting is off your plate for good with a complete managed plan that's customized to your company needs.

Is this of interest to you? [Schedule a call](#) with us today, and let me know if you have any questions - I'm happy to help.

Cheers,

[NAME]

Partner | Let's Ledger
(123) 123-1234