

'Hey Matt!

*Happy Friday! Carol Carlson here again (**the one who went crazy for your snowboarding video** and who is seemingly tenacious on her monthly follow-ups – see I am right on cue!).*

In the spirit of keeping, it light, I thought a dose of humor amidst your day full of busy meetings and important deadlines would be a welcome 30 second shift. Instead of me telling you about myself again, here is a quick testimonial from a client that thinks I am a super performer.”

“Carol is a committed performer. Her ability to take on various roles and develop them into engaging characters is excellent. I particularly liked her interpretation of the Alice’s Queen of Hearts.”

This was so kind of Richard to say but little did he know I actually fell off the stage during rehearsals for Alice in Wonderland! Ouchy!”

“As you can see, I enjoy what I do tremendously, and I know I can be a resource to you. I would still love to catch up on Skype or zoom, what time next week suits you? Don’t worry the coffee has not expired, just let me know your beverage of choice.

Thank you for your time and I look forward to meeting you soon.

*Kindest regards,
Carol Carlson*

P.S. Here is a picture from the testimonial. That is the stage edge I struggled with. Enjoy!”

Comments

This serves three purposes: 1) It appreciates their work again, 2) It reminds them who you are and 3) it also adds a bit of light-hearted human.

Keeping it light and we have now moved from 2 minutes to 30 seconds.

We are still referencing ourselves as a performer to keep things incognito.

This might seem like a plug, and... well... it is! But note that the character here is particularly interesting? It's one everyone knows about, but you rarely see referenced with a testimonial. This invites interest.

In comes the punch line

The goal is still to get them on a call, and we will continue riding the coffee bait.

Light-hearted P.S. to draw their attention. The use of comical pictures is exceptionally popular too, this is really evident in our 'whacky cover letter' section of the website.