

Notes on these cold emails:

- Be sure you have a professional email signature. It should include: 1) your full name, 2) company name, 3) What group you serve (ex: “Tools for TTRPG Players”) 4) business address (or city and zip code), 5) business phone number, 6) a NOT link version of your website address
- You are going to want some software that tracks emails opens and clicks. I suggest Right Inbox or Gmass.
- Depending on how many you are sending, you are going to want something automates these emails. I suggest Gmass (simple, cheap), but Quickmail and Applio.io also are good. Mailchimp or Constant Contact could also work too (though they are more Business-to -Customer oriented).
- I suggest you send from a professional account, rather than personal. If this is not an option, make sure it is a very professional sounding personal account.
- I would aim to send out 20 cold pitches a week minimum
- Some stuff you will need to fill in:
 - (NAME) = the first name of the person you are trying to reach
 - (BUSINESS) = name of the small business
 - (LOCATION) = closest major city
 - (SENDER) = name of person sending the email

Email 1b: Simple and Clear

S/L:

- hi there (NAME)
- New Product from LYNX

Hello there [prospect's first name]!

I'll just get straight to the point...

My name is (SENDER), I'm with LYNX Games, and **we have a TTRPG product we think you'll sell 50 of in a couple months and keep 60% of the retail price as profit.**

D&D 5e Condition Rings keep players immersed in the excitement by helping them track what's going on in a combat encounter.

Our rings have a few features that separate ourselves from alternatives:

- *Ours are made of durable rubber that never breaks and keeps minis safe*
- *Our box comes with 96... 22 more than the nearest fully painted competitor*
- *Our raised lettering is easier to see*

We even caught a gaming chain in Finland putting an additional 50% markup and STILL selling out.

Right now we are wondering if (BUSINESS) could carry them and get them in more player's hands.

Are you available for a call to discuss stocking your inventory with our condition rings and keeping 60% of the price as profit?

Regards,

(SENDER)
LYNX Games

P.S. If you are available, please send us your preferred day or time.

Email 2b: Summary follow up

SL: Question for (NAME)

Hey **NAME**,

Quick question: are you looking for new TTRPG products to offer customers?

If so, may I ((SENDER), *nice to meet you*) humbly suggest our DND 5e condition rings?

FLGS similar to (BUSINESS) that carried them sold out within 2 months.

And players who try them recognize their quality and eagerly pay the higher price:

“These are even better than any of the reviews or pictures led on. Thought I made a mistake when I saw other brands for cheaper. But when I got them and saw that they were made out of expensive strong but flexible rubber plastic. I just knew it was worth the money.” - Meagan (March 2nd, 2021)

“Worth the money” means better margins for you... 60% of the MRSP goes to your pocket.

Our request? Spend just 1 minute on our landing page (here).

If you like it, reply back to this email with “I’m interested”.

(SENDER)
LYNX Games

*P.S. Context: condition rings are placed on physical miniatures so players and DM's can better comprehend aaaaaaaall the magic b#sh*t lingering across the battlemap.*

Email 3b: Pain problem of dnd player

S/L: We're Fixing DnD's "Fun Killer"

Hi (NAME),

My name is (SENDER), I'm with LYNX Games, and we have D&D 5e condition rings.

And we believe 71% of your TTRPG customers will add them at checkout... even if they did not expect to when they walked in.

Why?

Because they allow everyone at the table to instantly know what is happening on the battlemat... increasing immersion and getting rid of the "killer" to fun D&D: SLOW COMBAT.

Furthermore, they are the clearest, strongest, highest quality condition rings out there:

"I've been playing Dnd for years... I've found that condition rings are the best and, of all the rings I have tried, these are the top of the line" (customer Jared D. Eagle).

We funded over 1000% of our goal on kickstarter, and would begin a conversation about having (Business) sell them in store.

I have some sales figures that will demonstrate the type of returns you can expect... are you interested in taking a look?

Just reply back "returns" and I'll send over some stats,

(SENDER)

LYNX Games

P.S. Or reply "not interested" and I'll stop reaching out.

Which will it be... "returns" or "not interested"?

Email 4b: Article about keeping track

S/L: (NAME), this is what i was talking about

Hi (NAME), its _____... I've been messaging you about distributing our D&D 5e condition rings.

I wanted to share this Flute's Lute article: "[how to make dnd combat a fast, cinematic experience](#)"

It talks about how D&D players hate boring, slow combat, and offers 8 game changing rules.

(Fun fact: Our condition rings help players and DMs follow all 8 suggestions.)

It's a good read for your coffee or lunch break today!

(SENDER)
LYNX Games

P.S. Players hate boring combat so much that 97% of our 1533 amazon customers are thrilled we fixed it...

Email 5b: What Customers Say

S/L:

- What Your D&D Players Will Say
- Stuff D&D Players Say
- Sh*t D&D Players Will Say

Hi (NAME),

It's (SENDER) again... the guy asking if you want to carry our rubber D&D condition rings.

Rather than copy and paste thousands of words, I wanted to redirect you to the reviews on our Amazon product page.

We have:

- 1553 reviews, 194 written
- 87% 5 stars
- 97% 5 and 4 stars

Given that we are a tiny gaming company in Belgium, we're pretty happy by the responses!

And indicate our D&D condition rings are a sure-fire investment for any FLGS.

[Read reviews here.](#)

Hope to hear from you soon,

(SENDER)
LYNX Games

P.S. We were funded on kickstarter, where we reached our goal in under an hour and ended over 1000% beyond our goal.

Email 6bi: Short Follow Up (image)

S/L: Idea for (BUSINESS)

Good day (NAME),

My name is (SENDER).

I'm with LYNX Games, Belgian hobbyists that make TTRPG products.

Our top product is our D&D 5e rubber condition rings.



They are easy to read, beautifully packaged, flexibly durable, and adored by players.

Every table that tries them immediately sees they are essential for in-person play.

Based off their results of other FLGS, we anticipate you'll:

- Sell out within months
- Attract more players to play in the store
- Make more profit per unit than any other condition rings.

If you're curious and want to investigate a bit more before any virtual meeting, reply back and I'll send you the link to our landing page.

(SENDER)
LYNX Games

**Email 6bii: Short Follow up
(landing page link)**

S/L: Idea for (BUSINESS)

Good day (NAME),

My name is (SENDER).

I'm with LYNX Games, Belgian hobbyists that make TTRPG products.

Our top product is our D&D 5e rubber condition rings. They are easy to read, beautifully packaged, flexibly durable, and adored by players.

Every table that tries them immediately sees they are essential for in-person play.

Based off their results of other FLGS, we anticipate you'll:

- Sell out within months
- Attract more players to play in the store
- Make more profit per unit than any other condition rings.

If you're curious and want to investigate a bit more before any virtual meeting, please spend a minute checking out our landing page.

It will back up everything I'm saying,

(SENDER)

LYNX Games

Email 7b: Why they are so good

S/L:

- Cheap vs. Quality

Hello again {NAME},

I've emailed you a handful of times, asking if (BUSINESS) would consider carrying our D&D 5e condition rings.

Here is what all the OTHER condition rings do:

- *Other rings come in a disorganized bag*
- *Other rings have a dark, not -raised lettering, making it hard to read them*
- *The paint chips off the metal or plastic or other rings*
- *Other rings don't grip at the base, or hang well on bigger minis*
- *The plastic or metal on other rings break, even from just falling on the floor.*

Long story short: ours are the highest quality... which means better margins for you.

Case and point: our rings will last waaaaaaay longer than the competition, and studies have shows people will pay 108% more than expected if a product lasts 20 years or more.

Do you want the best quality condition rings in your store for your TTRPG players?

Please respond back with a "yes" or "no",

(SENDER)

LYNX Games

P.S. If "no", we promise to stop reaching out