**Cold E-mail Pitch Series**

**Version 1**

Hi, (name)!

I hope you’re safe and well.

My name is Kr Moehr, owner of Abstract Art, a humble painting shop focusing on textured abstract paintings, landscapes, and modern art.

The main vision of my work is creating a unique experience between the art and the audience. I believe that you are the perfect audience for my work.

It is with great pride and honor that I reach out to you to offer my creations. This is something that I am very passionate about, and I will be glad if you take part in it. With your support, I am one step closer to showcase my art to the world.

Moreover, I am offering a 25% trade discount with free shipping anywhere within the U.S! Enter the code: TRADE-25 upon checkout on [http://abstractart.live](http://abstractart.live/).

I am hoping for your support.

All the best,

Kr Moehr,

**Version 2**

Good day, (name)!

How have you been?

We are halfway through 2020, probably the most challenging time in the century. As an art lover, don’t you just feel good when you see and feel authentic masterpieces, especially at such a time as this?

I am sending you this email to offer my original art paintings and limited edition prints for you! Featured in upscale resorts, corporate spaces, and collections worldwide, you would not want to miss it.

These collections include some of my personal favorites hung up in The Phoenician, Ritz-Carlton, Marriott, and Loews Regency Hotel.

Here’s a quick look to check what you’re missing out: [http://abstractart.live](http://abstractart.live/). May we continue to support businesses, big or small, in these trying times. Please feel free to contact me should you have any concerns, questions, or anything you might need help with.

Rooting for your safety,

Kr Moehr of Abstract Art

**Version 3**

Hi, (name)!

Thank you for your never-ending support.

I am thrilled to send you an update on our latest collection! I recently released my original art paintings and limited edition prints for interior design projects.

If you purchase now, I will give you a 25% trade discount with free shipping anywhere in the United States. As payback for your continued support, please let me know if you wish to avail of our products.

You can check more of our latest offerings at [http://abstractart.live](http://abstractart.live/). Should you have any queries, please do let me know by sending details over this email.

Thank you for your time. I appreciate you reading this far. Please stay safe!

All the best,

Kr Moehr of Abstract Art

**Version 4**

Hi, (name)!

I hope this email finds you well.

My name is Kr Moehr of Abstract Art, and I recently released our latest collection of original art paintings and limited edition prints for interior designing projects. I understand that we are currently facing a threat worldwide, but all the more, this should not stop us from creating art.

If you want to see my latest collection, hop on [http://abstractart.live](http://abstractart.live/). I am also giving you a trade discount of 25% with free shipping across the U.S. Should you have queries, I will be glad to answer that over this email.

Thank you, and I hope to look forward to your response.

Cheers,

Kr Moehr of Abstract Art