**The “Blog Post” Template**

Subject: I read your article about starting a restaurant in New York City. Here’s where you’re wrong.

Hi [Dave],

My name is [Sam], a [Product Manager] at [Company X].

A colleague of mine sent me a link to your article [“The 10 Challenges of Starting a Restaurant in New York City”]. After reading about using your “gut instinct” when ordering stock, I couldn’t help but think I had something to offer.

My role at [Company X] is to figure out the unique challenges faced by restaurant owners, and offer them a chance to test our new inventory management software as a possible solution.

Let me know if you feel this is something we can help you with and I’ll schedule a call so we can get things rolling.

Thank you!