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## Portfolio Sample: Email

### Subject Line:

**Want to Reach Those C-Level Targets...Easily, Faster?**

### Headline:

**Headaches helping your team land appointments  
with busy, rejection-prone CEOs?**

We prescribe this white paper, *3 Strategies for Getting Meetings with CEOs*, to nip your headaches in the bud! This standout paper not only includes powerful principles for writing CEO magnets. It includes two models that help your team write emails that are:

- attention-grabbing, concise, and to the point.
- completely adaptable to your team's specific C-level targets.
- time-saving success generators for your team.
- easily scannable, time-saving, and convincing for their recipients.

Why not use the same strategies that have been so successful for all-star sales teams like IBM and NCR?

Just [click here](#) to instantly download your free, 9-page PDF copy now.