

Insights with  Catapult

Win more with email

THREE TIPS TO WRITING WINNING EMAILS



**talk like a
human**

THIS WILL MAKE THEM WANT TO KEEP READING.





BE CONVERSATIONAL

Hi Emily- I'm sure the Sports Innovation Lab had this quote in mind when they announced your CEO, Cindy, into the Women's Executive Network Class...

“To anyone who doubts us. Tells us we can't. Or won't. Says we're not good enough... Watch us.”

**it's not
about you**

STICK TO 1-2 SENTENCES ABOUT YOU.





IT'S ABOUT THEM NOT YOU

One year ago, in honor of Women's History Month, BRINE rebranded to be exclusively for women, switching from a historically men's-focused subsidiary brand of New Balance. Our team dug deep to create a strategy on an attitudinal and value-based level -- reflecting the culture and role of the game on and off the field.

keep the ask light

KEEP IN MIND THIS IS NOT YOUR LAST EMAIL.





KEEP THE ASK LIGHT

We're Mid-Atlantic creatives who are knocking on the door as neighbors. Could be beneficial to connect on what we're seeing in the market with sports brands and ESG trends.

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AND RECEIVE INSIGHTS LIKE THIS STRAIGHT TO YOUR INBOX.