

**Subject:**

X-games like hand eye coordination with Paintball Rush

**Body:**

Hi Apple,

After spending the past 3 years studying the app business through my podcast (over 400 episodes) and running an app promotion agency (100+ app launches), I'm ready to finally step into the ring and launch my own game.

Paintball Rush is quite simply the craziest game that tests your hand eye coordination.

- Tap on the paintball that is a different color from the pipe.
- Watch out for bombs
- Collect stars along the way

Video - <https://www.youtube.com/watch?v=HCmTwwa7R9o>

iTunes (Pending Dev Release) -

<https://itunes.apple.com/app/paintball-rush-amazing-color/id1102776953?ls=1&mt=8>

Would love your feedback and how we can make it worthy of an Apple Feature.

Thanks!

Steve

**P.S.** I've been in the app space since 2011, but put a hold on publishing to study. =)

## Subject Line Templates:

- A. What's the hook or tagline?
- B. Ways/hacks that improve upon the current situation
- C. Product = Product A meets Product B
- D. Contrarian view (eg. why dieting won't help you lose any weight)
- E. Social proof (eg. CBS launches Star Trek app)

## Body:

Hi there,

[1-2 sentences about the unique difference of the app]

[1-2 sentences highlighting social proof]

[3-4 bullet points of the features]

[video link]

[app link]

We'd love to be considered for an Apple Feature. Our app (or latest update mentioned above) launches on [date].

-[Your Name]

**P.S.** Here's a screenshot (or icon) of the app.