

**Project:** 3 cold emails to promote [The Money Cake](#) to B2B customers – Wholesalers, Bakeries, Party stores and suppliers, etc.

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**Email 1 – Introduce The Money Cake Kit - Surprise Box™**

**Subject 1:** Have your cake and eat it too – The Money Cake Kit - Surprise Box™

**Subject 2:** The biggest cake topper since the birthday candle

Hello [Name],

My name is Darrell Lai, of The Money Cake. I am introducing our unique business that specializes in creating The Money Cake Kit - Surprise Box™.

Our Surprise Box is the only reusable and ready-to-go money pull-out box available. The box is small enough to fit into a 6-inch cake and holds a continuous roll of 50 plastic sleeves that hold U.S. bills, lottery tickets, pictures, etc. It transforms ordinary cakes into Money Cakes for weddings, birthdays, anniversaries, and special occasions!

I'm contacting you to see if you will partner with us as a wholesaler. This innovative product will soon be a high-volume item, generating new revenue for your business. We're offering [bulk discounts](#) to new distributors, wholesalers, party suppliers, and bakeries.

Please respond to this email to discuss the potential for a partnership.

I look forward to hearing from you soon!

Sincerely,

Darrell Lai, Co-Founder/President

[The Money Cake](#)

**P.S.** Watch a [video](#) of happy people using this product. They can reuse the box and reorder the sleeves from you. How can this enhance your business or product line? Email me today.

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**Email 2 – Follow-up #1**

**Subject 1:** Follow up: The Money Cake Kit - Surprise Box™

**Subject 2:** Wholesalers needed for a proven party item

Hi [Name],

I hope this message finds you well. I am following up on the email I sent you the other day regarding The Money Cake Kit - Surprise Box™.

Did you get a chance to view the [video](#)?

This simple invention is becoming a high-demand party necessity. We believe it will be as essential as candles and ice cream with cake.

Customers love The Money Cake Kit - Surprise Box™. There are already over 10,000 views of happy customers on [FaceBook](#), [Pinterest](#), [Instagram](#), and [YouTube](#). You can offer customers something extraordinary and generate serious revenue.

We pack a lot of joy in a tiny box.

- Reusable box – Refillable with new sleeves for any party
- 50 plastic inserts – The continuous roll holds up to 50 U.S. bills
- Snug fitting lid – Hides under the frosting without getting messy
- Custom Pull – We can customize the topper for any greeting
- Compact – Small enough for a 6-inch cake and still have some to share

We need suppliers like you who can spread the fun and help meet the growing demand. We also offer [wholesale discounts](#).

Email me if you have any questions or comments.

Thank you for your time. I look forward to hearing from you.

Sincerely,

Darell Lai, Co-Founder/President

[The Money Cake](#)

**P.S.** This product is about to go viral. Can I send you a sample? Please email me your shipping address, and I'll send you one.

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**Email 3 – Follow-up #2 - Only for people who ordered the sample**

**Subject 1:** Did you receive the sample The Money Cake Kit - Surprise Box™?

**Subject 2:** Are you ready to partner with us?

Hi [Name],

Have you received The Money Cake Kit - Surprise Box™ yet? I would love to hear your thoughts.

Here is what some customers shared with us:

- “To date, I think it’s still his favorite part of any birthday cake he’s been given! The baker figured it out quickly and easily, and I thoroughly enjoyed seeing it come to life and work seamlessly!”
- “I absolutely LOVED this product! It was an amazing birthday, and I got a lot of kudos for my creativity. Highly recommend it!”
- “Will buy again.”

People are thrilled when they can pull money out of a cake... and want more! That’s why I’m contacting you. I am offering you a wholesale partnership to carry this high-profit product.

Since dozens of customer videos appeared on [Facebook](#), [Pinterest](#), [Instagram](#), and [YouTube](#), sales of The Money Cake Kit - Surprise Box™ have been climbing steadily.

At TheMoneycake.com, we offer both retail and bulk packaging with [quantity discounts](#).

Please email me if you want to carry this phenomenal product or have any questions.

Sincerely,

Darell Lai, Co-Founder/President

[The Money Cake](#)

**P.S.** The Money Cake Kit - Surprise Box™ could be an excellent extra revenue stream for your business. Reply to this email for costs and wholesaler discounts.

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