

Mile High Bitcoin Initiative — Merchant Spotlight Email Template

Full version

Subject: [Business Name] is now accepting Bitcoin ⚡ ₿

Hi [First Name / South Denver Bitcoiners / Everyone],

I've got a good one for you this week.

I recently stopped by [Business Name] in [Neighborhood / City] to verify them on BTCmap, and I'm happy to report: They are officially accepting Bitcoin.

But this wasn't just a quick stop.

I had the chance to spend some real time with [Owner Name / the owner / the team], hear more about what they're building, and get a better sense of why this is exactly the kind of business we should be supporting.

This is not just another [business type].

[Business Name] is [short description of what makes them special — local sourcing, strong values, high quality, community focus, unique product, etc.].

In other words, this place fits right into the Bitcoin wheelhouse:

- local-first mindset
- supporting real producers / builders / entrepreneurs
- high-quality goods or services
- strong community feel

And here's the kicker... [Owner Name / the owner / the team] is already open to Bitcoin and willing to take the step. That matters.

This is exactly the type of early adopter we want to rally around.

Why This Matters

- reinforcing Bitcoin as a medium of exchange
- encouraging other businesses to follow suit
- building the foundation of a true circular economy right here in Denver

This is how it starts — one merchant at a time.

Call to Action

If you're anywhere near [Neighborhood / City]:

- stop in
- buy something with Bitcoin
- introduce yourself
- tell them you're part of the [Meetup Name]

Bonus points:

- take a photo
- share it on X / Telegram / Orange Club / other channels
- tag the business if appropriate

Let's show them what this community looks like.

This is one of many merchant spotlights I'll be sharing as part of the broader Mile High Bitcoin Initiative, with the goal of making Denver one of the most usable Bitcoin cities in the country.

More to come. In the meantime, go support [Business Name].

—Mark

Shorter version

Subject: [Business Name] is now accepting Bitcoin

Hi [Name],

I'm excited to share that [Business Name] in [Neighborhood / City] is now officially accepting Bitcoin and has been verified on BTCmap.

I had the chance to spend some time with [Owner Name / the team], and this is exactly the kind of business we should be supporting: [one-sentence reason why they stand out].

Why this matters:

- it reinforces Bitcoin as a medium of exchange
- it encourages other businesses to follow
- it helps build a real circular economy in Denver

If you're nearby:

- stop in
- make a Bitcoin purchase
- let them know you're part of the [Meetup Name]

And if you do, take a photo and share it.

This is how we build momentum — one merchant at a time.

—Mark

Fill-in fields

- [Business Name]
- [Neighborhood / City]
- [Owner Name]
- [business type]
- [short description of what makes them special]
- [Meetup Name]