OUTREACH EMAIL

Subject line: This small mistake is costing you a significant portion of your target market!

Hey Jake,

Hope you're doing good.

I came across the courses you're offering on your website and I must say they look like they can provide great value to the people in them.

A few things on your website caught my eye. These things are really basic but they're costing you a significant portion of your target market.

One of which is that your landing page looks unprofessional which gives the reader an impression that you're not serious or passionate about what you're teaching. the colours in the background seem to blend with each other giving a bad impression.

Another one would be that the content written in the landing page isn't alluring enough to urge the reader to take action. causing most of them to leave the site without joining the course.

We've all heard "First impressions last long". I've deeply studied the top players in your niche. and I've come to find these problems after comparing your websites and landing pages. They're websites are constructed in such a way that they scream " WE MEAN BUSINESS"

I'm a business growth strategist and copywriter. I have devised a little project on how we can increase the number of your clients. I came up with the plan after analysing the top players in your niche.

As for the payment. I don't get paid until you get the results. I myself have just started out, so for the little discovery project I'll charge you as minimum as possible. That way we can see if we want to keep working with each other.

If you're interested and you want to get this thing on the road, just give me a mail back and we can set up a meeting.

Regards,