

Who is my Prospect?

Online personal trainer & YouTuber

What problems do they have with their business, and what are they doing wrong (which is why they're not living the Dream State)?

- They have VERY poorly written ALL sales pages. They don't sell any NEED, how the program can help readers, what it involves, with what, how...
- They only mention what's in the program, how many pages.
- In his YouTube videos, he doesn't really sponsor his own product.
- The same goes for his Instagram posts. There are no short-form copy posts or any videos where he sponsors his products.
- Similarly, he doesn't have any opt-in pages to collect emails from people.

What are their goals?

- Connecting with more people than would be otherwise possible and hopefully enabling them to realize their fitness aspirations.
- Being under as little stress as possible.

Outreach:

Subject line: A simple thing how to help many more people...

Hello Joe!

Your quote from two weeks ago in a video truly opens the eyes of many people to the Real World...

(That some things take a lot a time, because they should take a long time)

Because nowadays, many people seek shortcuts to achieve big goals that require a lot of time and effort.

Anyway...

I took a look at your website and did notice why some people can be more interested in other programs than yours.

Like the BEASTLY app, for example.

And this is because David (the owner of a beastly app) tells his audience how his app can help them on their fitness journey...

With solving their problems and achieving their goals faster and more efficiently.

And I got **four ideas** on how this could work for you.

And one of them is to bring people from social media to your website by using special posts...

That captures people's attention and builds curiosity for your programs...

And that's why they visit your website to learn more about the program, which can increase its sales and help more people on their fitness journey.

To help you visualize what this post looks like, I have written one and attached it below 📎.

So, what are your thoughts on this idea of a special post, Joe?

Are you interested in how this post could work in practice?

What do you say we discuss it on a quick Zoom call?

Have a nice and peaceful day, *Nejc Jurič* 🙌

(FV)