

Some notes:

- This prospect is Indian, and doesn't seem to have very good English and speaks almost robotically from a script in his videos. Half of his videos are awful text to voice.
- Trying to loosely follow his voicing in the YouTube Description I am offering, but if I did so 100%, it wouldn't be proper English nor would it be engaging at all...
- He has a strong YT following though, and his supporters love his straightforward instructional videos, without any fluff or confusing technical details.
- After reading the comments, I determined that his target audience consists of mainly beginner fitness enthusiasts who have low English skills. Since his videos have minimal speaking which is all direct and to-the-point, they are more easily digestible for people with poor English than most fitness influencers on YT.

Possible SLs (Still brainstorming these, here's the best ones I've come up with so far):

1. A Gift for [first name last name]
2. Thank you for what you're doing
3. I noticed your description doesn't match your content
4. Interesting to see fitness from a [Country of origin] Athlete's perspective

Hey [first name],

Being a fitness junky, I came across your channel in my YouTube feed.

I like how straightforward and actionable your videos are. Very different from the fluffed up, often confusing instructional videos 90% of the fitness influencers on YouTube put out.

New opening. How did I find his brand on YouTube?

I was designing an at home training program for myself and searching for inspiration on YouTube when I came across your video on X.

This got me curious about the rest of your content, and it's interesting to see diet and fitness from the perspective of a [Country of origin] fitness coach.

~~While looking through your channel though, I noticed your description didn't match your content very well, and I saw this as a perfect opportunity for a quick exercise.~~

I got to your Channel Description, and it looks like it's out of date. I haven't seen anything relating to product reviews, so I'm guessing you decided to take your channel in a different direction?

After combing through your most viewed content, video comments, and website, I created an updated description designed to be much more effective at building trust and confidence in you with the reader.

Since I already had it on-hand, I figured you could use it as reference next time you're updating your channel. Feel free to use it word for word if you like.

Below you will find the updated description, along with notes on its design.

Have a nice day,

Michael Knight

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Updated Channel Description

Notes on the design of the new description:

- We start out greeting the reader and establishing you as an expert in the field. This will help you connect with them and show they can trust you, you know what you're talking about.
- Then we give an overview of the kind of content you post on your channel to peak their interest.
- Then, we speak directly to the target audience, telling them you have exactly what they are looking for. Clear, straightforward workout and diet plans, suitable for beginners and intermediates, that they can take and run with to get into their best shape.
- Finally, we end with a soft call to action to subscribe to your channel.

Welcome to [CHANNEL NAME]!

I am [first name last name], Certified Fitness Coach and Athlete with over 8 years of experience in the field.

Over the years, I have helped countless clients reach their goals in body composition, general fitness, sports performance, diet, and more.

Now, I am here to share with you my knowledge and tips on health and fitness, including full workout and diet plans for muscle gain or fat loss.

This channel is designed to help you overcome confusion and get in your best shape by offering clear and actionable fitness advice.

Please Subscribe to stay up-to-date with my latest fitness content.

By [first name last name]

Certified Professional Fitness Coach | Athlete | Founder and Director of [Brand Name]

Notes on Improvement from Further Input:

1. If [first name] is a specific type of athlete, putting that here would be better than just saying "Athlete".
2. I'm basing the "8 years of experience" off of [Brand's Website]'s About page. If [first name] has more experience now, then this number should be changed accordingly.
3. If [first name] has kept track of how many clients he's worked with, then "countless clients" could be changed to something like "over 1000 clients", or whatever number would be relevant. This will help build more trust with his audience since the human psyche responds better to hard numbers than vague statements like "countless".