

Cold Outreach #17

SL:

- Don't Miss Out on <Benefits for product>
- Let's talk about <[insert benefit] for x product>
- How is your [offer] working for you?
- The short <[trend/topic] for product>
- 5-minutes for a <[insert dream outcome] idea>
- Is your x giving y results
- 3 x methods for your brand
- <x ideas> to play in the big game
- Online Red Light, want to see it?

Body 2:

Yo Glucker Kolleg,

I was scanning Facebook for back pain tutorials and was intrigued by the weird exercise you shared. Your promise to turn anyone into a back expert in one class caught my attention, despite my german being hot garbage. I believe I speak for most when I say your client-centered approach is very refreshing and sets you apart from the money craving industry.

This had me curious about the type of services you offered so I looked at your website and saw your massive catalog of courses/workshops. However, your EMS training stood out to me the most and I noticed you weren't taking full advantage of its – or any course – benefits to explode the traffic on your site. This had me thinking about something I'd like to call an Online Red Light that'll stop people dead in their tracks and get them eager to learn more about your services.

I had this idea looking at your back training post and thought it'd be nice to share it with the inspiration and help you spike your site's traffic. (I've also made an incomplete version of it after your EMS training so it'd be weird not to)

It may be incomplete, but if you're interested, you can reply with a simple "Send" and I'll polish it and give it to you.

Kim

Body:

Hey Glucker Kolleg,

Don't stop what you're doing if it's important, you can always come back to this later.

To start, your recent back training post is a great way to bring trainers to your classes. You've not only teased that they'll become back experts but also armed with the knowledge to help anyone with back problems. Well done.

I wanted to share a four-step lead funnel for your social media that'll help find more clients in the online space. It'll use people's pain/desire for fitness to motivate them to learn more about your services.

If you're interested in getting clients online, I can showcase a part of the funnel in a free post for your back expert seminar.

Would you like that? *P.S. If you prefer I make it for a different workshop, let me know.*

Best,
Kim[ing]

Followup:

1

Hey <box_name>,

Just checking in briefly to make sure you saw my previous email. Obviously, being a business owner, you have a lot more to worry about and should stop everything because of one email.

<restate the solution mentioned for the specific area of their business>

<Restate dream state and what results it'll bring>

As mentioned before <Insert the FV>

Would you like that?

Best,
Kim[ing]

2

Hello <name>,

I just wanted to remind you to check the ideas I highlighted in the first email. If you could give it a read and let me know what you think, I'd appreciate it.

To reiterate, by using <mechanism> for your <insert big area of the FV>.

You'll be able to get <Dream statet>.

The funnel for this idea is illustrated in the attachment of the first email,

If you could have a look and let me what you think, I'd appreciate it.

Otherwise, I hope you're having a good day and look forward to hearing from you soon.

To be clear, I'd be willing to make a free <insert relevant FV mentioned> which is apart of the <insert funnel>. Would you like that?

Best regards,
Kim[ing]

Walkaway

Good morning <name>,

It's been a few days and I haven't heard from you, I just want to remind you I have <insert mechanism> for you, that will be able to provide <dream state?>.

If you decide this will be useful to you in the future, feel free to reach out.

Thanks!
Kim[ing]