

Subject Line: Jump training has never been better

Preview: With your knowledge, you can help so much more athletes

Hello, to all the people of [Business Name] (whether it's [Co-Owner], [Co-Owner], [Co-Owner], or [Co-Owner] reading this).

My name is Scrophan Alcime. I've personally gone on a jump training journey which led me to this business.

I love to see people like you all help athletes around the world unlock their true athletic potential.

Especially giving athletes the chance to improve their joint health AT THE SAME TIME.

Here's the thing...

I have a habit of analyzing businesses and noting in what specific ways a business can grow.

For [Business Name], I've made a total business analysis and decided to share with you guys a cool strategy that your competition is using to increase their revenue.

The BEST thing your business can do to maximize its growth is a NEWSLETTER.

Why?

The reasoning is simple, the biggest trend for current businesses is to connect with their customers in a way that a mentor would.

People are looking towards your business because they have a problem that YOU can solve.

It's important to build that trust and encourage them that [Business Name] is the coach and mentor to solving their issue.

In other words, there's more value in retaining loyal customers.

I can go in full-depth but this email would be too long so I'm going to just give you specific, easy steps on how to do this.

First, you need an opt-in/landing page on your website that pops up when your lead is going through the website (it should pop-up quickly for your website since there's nowhere to scroll on the home page).

Second, this opt-in page should provide free value, a good example for [Business Name] would be a week's workout plan.

You can say something like, "**get this week's workout plan sent to your email**".

Third, you need an email welcome sequence that leads them to your product in creative ways.

I've already built an opt-in page you can look at to understand what I mean.

I've also built a welcome sequence that you can use at your disposal. I'll post it below.

Take a look at them to get a feel for what I'm talking about.

Of course, there's more that comes to connecting with the audience that I can assist you all with.

I've studied copywriting and business strategies so I'm sure I can be a good fit for [Business Name] to help you all connect with even more athletes who want to improve their vertical.

If you like my offer, or if you have any questions, contact me again through this email and we can try and set up a call.

Sincerely,

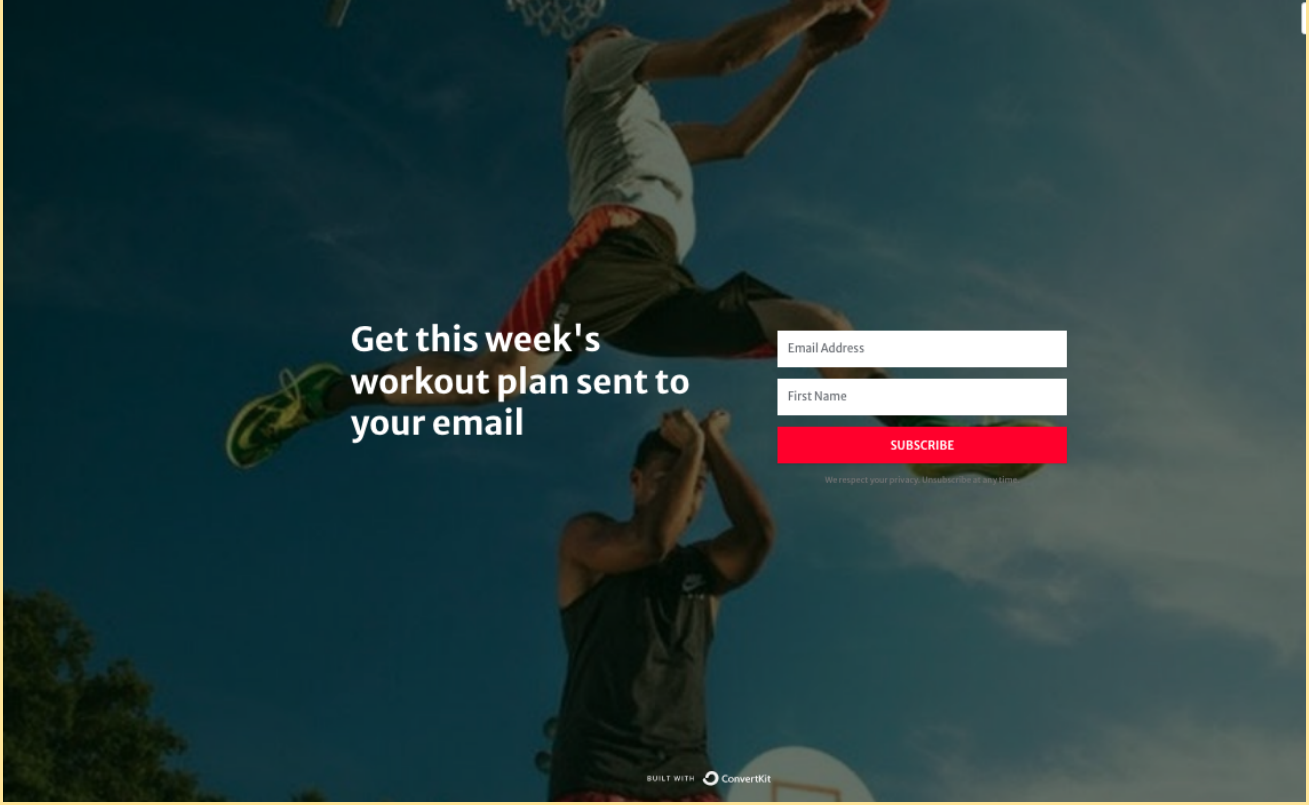
Scrophan C. Alcime

P.S - Here's a preview of the opt-in page and the welcome sequence I promised before.

Welcome sequence:

[\[Business Name\] Welcome Sequence](#)

Opt-in page:



Get this week's
workout plan sent to
your email

Email Address

First Name

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