

example of an outreach i used

1)

Object: " the capacity to cultivate or call something into existence "

(he has this phrase in his website)

Hello Belinda,

I found your business on Yelp while I was looking for Yoga Classes and I took a look inside your website.

I Really like the message you spread, like "the capacity to cultivate or call something into existence ".

I Also like the fact that you have only 3-5 max students per class, in this way, you can follow them closer!

Have you ever heard of sivananda Ashram Yoga Camp? He's one of your competitors and he is the top in the business.

I have examined the strategies that he uses to be the top in the market, two of the strategies are:

A strong newsletter

The main goal of this technique of engagement is to maintain communication with potential clients and existing clients, by establishing trust.

All this by sending personalized emails to your customers based on their interest, always with the intention to create a stronger connection and increase your traffic by generating more curiosity.

-A powerful use of the social networks

With a great service like yours, you could attract more clients if you targeted more people with messages, emails, posts to generate curiosity and desire.

How? by posting testimonials, following events etc...

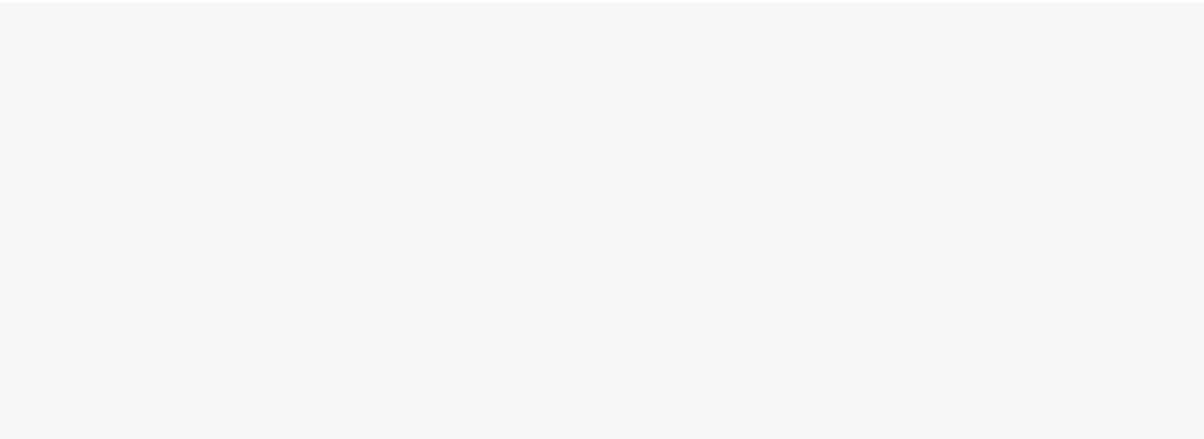
This is because people nowadays always have a look on social media to look for reviews, what a business has to offer, how the service is....

One of them require the use of instagram posts, basically it uses the game I like to call **“Pain-Desire cycle”**

If you like what I have just told you, and you want to know more about what I can offer you, reply to this email and we can arrange a quick chat next week!

Best regards,

Emanuele



EDIT N^8

SUB: something specific about them

Or: Have you ever thought about this?

Hello "Their Name"

I Hope you are doing well!

-Compliment related to their shop

I examined the top competitors like Kripalu Center for Yoga & Health & Sivananda Ashram Yoga Farm and I took notes of the things that they do that can help you.

-A strong and well-studied newsletter

You can implement this empathy heightening approach in your newsletter to achieve amazing results and build a stronger emotional connection with your clients.

By doing so, you can increase their sense of longing, that will also lead you to have more clients.

The main goal of this technique of engagement is to maintain communication with potential clients and existing clients, by establishing trust.

All this by sending personalized emails to your customers based on their interest.

-A powerful use of the social networks

With a great service like yours, you will be able to have more clients if you can target more people and generate more curiosity and desire.

How? By posting testimonials, following events, and more.

This is because nowadays people often turn to social networks to search for reviews, check for offerings, and assess the quality of services.

By incorporating these features and something else, you can enhance your ability to build connections and engage with your customers effectively.

Are you willing to get on a call or just chat on instagram/where you prefer about what i can offer you?

Take care Jen,

Emanuele

What i have sent

Hello Lauren, nice to meet you, my name is Emanuele.

I have found your website and I must say that the variety of the courses you offer, related to the level and age, it's absolutely awesome, in this way you can satisfy all your customer needs!

I analyzed the top competitors like Kripalu Center for Yoga & Health & Sivananda Ashram Yoga Farm and I took notes of what they have that you don't have, and they are taking a huge advantage from that.

Here is a list with something that you don't currently have

-Newsletter

-Social Network (the link for your instagram page doesn't work)

-The use of the testimonials

About the newsletter:

They use this emotional enhancer strategy in their newsletter which has given them amazing results in their sales and engagement with the customers.

Using this strategy you can provoke a feeling of longing in your potential clients.

I Can send you an example of an efficient Funnel of emails for free if you are interested.

About the Social Networks

They also use their social media in a really efficient way and build trust with the clients from it, by posting testimonials/events/discounts and a lot of more!

Those things will help you create better connections with your clients and have more customers.

I'd love to show you the rest of my ideas at your earliest convenience if you are interested!

Take Care Lauren!

Emanuele

EDIT N^7 (review this one)

SUB: Use something really specific related to them, something they did or they talked about in videos/posts, change it for every prospect

Or: Have you ever thought about this?

Hello (their NAME)

-Specific compliment (**change it every time**)

Something really specific they have/offer

I **analyzed** the top competitors like Kripalu Center for Yoga & Health & Sivananda Ashram Yoga Farm and I took notes of what they have that you don't have, and they are taking a huge advantage from that.
(now list what they do not have).

-They use this emotional enhancer strategy in their newsletter(**if it's what they don't have/they don't use it a lot, try to ask**) which has given them amazing results in their sales and engagement with the customers.

Using this strategy you can provoke a **feeling of longing** in your potential clients.

I Can send you an example of an efficient Funnel of emails for free **if you are interested**.

(if they don't use their socials a lot add this)

-They also use their social media in a really efficient way and build trust with the clients from it, by posting testimonials/events/discounts and a lot of more!

Those **things** will help you create better connections with your clients and have more customers.

I'd love to show you the rest of my ideas at your earliest convenience if you are interested!

Take Care!

Emanuele

EDIT N^6

SUB: Use something really specific related to them, something they did or they talked about in videos/posts, change it for every prospect!

Hello (HIS NAME)

-Specific compliment (**change it every time**)

For example: As in the SUB, use something really specific they have/offer

I studied your competitors and I have to say that they are taking advantage simply by having(describe what they don't have)...that you don't have ! They used this emotional enhancer strategy in their newsletter(**if it's what they don't have/they don't use it a lot, try to ask**) which has given them amazing results in their sales and engagement

If they don't have a newsletter add this:

As I said earlier, something that the top businesses have that you don't currently have is a really effective funnel of emails that gives a lot of value to the client!

In this way you can provoke a **feeling of longing** in your potential clients!

I Can send you an example of a Funnel of emails for free if you are interested.
(There are other things you could do to improve a business, this one was just an example)

Do you think what I have just told you might be worth it for you?

If you have any doubt we can have a talk somewhere for free and I can explain everything you have not understood!

Take Care!

Emanuele

Fifth edit

This is the file to review :D

sub: Discover a new way to elevate your yoga business!/You inspired me to send this message! One of those/something like that
Hello (HIS NAME)

-Specific compliment (change it every time)

For example: I really like what your business has to offer, such as.....

Your business has a **HUGE** potential but it has something different from the **TOP** businesses like Kripalu Center for Yoga & Health or the Esalen Institute in California

There are **MANY** ways to provoke a **sensation of desire** in the clients, such as a really effective funnels of emails, here there is an example (this is the starter mail, this one is only for the introduction of the new member in a newsletter):

“We are glad to **Welcome** you into our huge **Family** here at **<Company name>**.”

You will now be informed of our special offers and stay up-to-date with our news.

Hopefully, you stay in touch with us for the long term, as there are many features of **<Company name>** that would probably blow your mind.

Best Regards

<Company name>”

(This is the first email of an email sequence, the others would go deeper to create that sensation of desire that I was talking about before!)

This email sequence can also include a story of one or more testimonials, in this way the desire of the possible client will go up seeing what you have been able to give to your customer!

There are a lot of more ways to improve a business, this one was just an

example!

PS: What I mean is integrating what you have to offer with a strategic way to engage prospects. It would help you to leverage your content as funnels to generate excitement to your followers to join your course since they would find more value in your business!(aggiungere al free value)

If you're interested, there's only one thing you need to do: book a call with me or send me an email **for free**, do what is better for you!

Take Care!

Emanuele

FOURTH EDIT

sub: Discover a new way to elevate your yoga business!

Hello (HIS NAME)

-Specific compliment (change it every time)

For example: I really like what your business has to offer, such as.....

Your business has a **HUGE** potential but it has something different from the **TOP** businesses like Kripalu Center for Yoga & Health or the Esalen Institute in California

There are many ways to provoke a **sensation of desire** in the clients, such as a really effective funnels of emails, here there is an example:

"the example of the first mail of an email sequences that i would use"

PS: What I mean is integrating what you have to offer with a strategic way to engage prospects. It would help you to leverage your content as funnels to generate excitement to your followers to join your course since they would find more value in your business!

If you want to know what else I can offer to you to improve what you already have, reply to this email and we can have a call if you want!

Emanuele

"Fall in love with taking care Of Yourself.Mind.Body.Spirit".

THIRD EDIT

Hello (HIS NAME)

-Specific compliment (change it every time)

For example: I really like what your business has to offer, such as.....

Your business has a **HUGE** potential but it has something different from the TOP businesses.

One of those is the **perfect** way to trigger your potential clients...

Have you ever considered for example leveraging your content as funnels to trigger your followers to join your course?

In this way you would attract more people to your service!

What I mean is integrating what you have to offer seamlessly, it would be really interesting from a buyer prospective!

Here's an example:

(give an example of a first email sequences)

I hope you have understood what I mean, if you have any question regarding what I can offer you related to what I have said you can reply to this email, and we can talk where you want (in the emails, whatsapp, facebook....)

Thanks you for reading this email,
Emanuele

SECOND EDIT

Hello (HIS NAME)

My name is Emanuele and I had the pleasure of discovering your yoga business while I was looking for one in your area!

The way you create such engaging and diverse content, including exercise videos, recipes, and documenting your training is truly impressive!

Have you ever considered for example leveraging your content as funnels to trigger your followers to join your course, in this way you would attract more people to your service?

What I mean is integrating what you have to offer seamlessly, it would be really good for your business!

I have a deep understanding of how words can influence people and effectively communicate the authentic value your business offers.

I may explain to you more what I mean if you haven't understood something. Thank you for your time reading this email.

Warm regards,

Emanuele

FIRST C

Hello (HIS NAME)

My name is Emanuele, I'm a strategic business partner specializing in yoga and wellness.

I had the pleasure of discovering your yoga business, and I was impressed by the dedication and commitment you put into promoting such a valuable practice.

The way you create such engaging and diverse content, including exercise videos, recipes, and documenting your training is truly impressive!

I have some suggestion for your business, for example leveraging your content as funnels to trigger your followers to join your course

I have a deep understanding of how words can influence people and effectively communicate the authentic value your business offers.

My idea is to create engaging and inspiring content that can convey your unique message and attract a wider audience of yoga practitioners.

I would be delighted to discuss your needs, goals, and vision for your yoga business further. I'm available for a call or just a chat here or where you want!

Thank you for taking the time to read this email. I'm excited about the prospect of working together and contributing to the growth of your yoga business through heartfelt words.

Looking forward to connecting soon!

Warm regards,

Emanuele

