

Subject line: You might like this Tom!

Hey Tom,

I usually wouldn't just barge into someone's inbox like this, but I couldn't help but notice your amazing client testimonials which will create a great level of trust between you and your prospects.

I actually am a digital marke- 😬

Don't worry. I am not selling you anything! 😞

I was just wondering what you think of these ideas I had for your website.

I think you could benefit by making the 'about me' section stronger as this and your testimonials are what will drive people to book calls with you. I have included a revised version below.

My entrepreneurial journey began in 2019 when I invested £200 and started selling on Amazon FBA. Although I had previous experience with other income streams such as matched betting, the world of FBA had always fascinated me.

To challenge myself, I decided to expand my business purely through the compounding of funds, without further investment, credit cards, or lending for the first 2 years. While juggling a full-time job and being a new parent, I managed to scale the business to a revenue of £700k per year.

In 2022, I made the life-changing decision to leave my 12-year career in engineering to focus on my business full-time. In just eight months, I successfully scaled my company to a staggering £1.6m per year.

I have briefly used VAs but strongly believe that sourcing products yourself is the key to maximizing profits. The only service I currently outsource is prep.

My passion for generating income outside of the 9-5 and sharing the knowledge and experience I have gained with others is what led me to become a consultant. I can provide tailored advice on sourcing skills, time optimization, getting started as a seller, and more.

With years of first-hand experience and an unwavering commitment to my clients, you can trust that I have the knowledge and expertise needed to help you achieve your goals in the world of FBA.

Let me know what you think! 😊

P.S. I also have a few bigger ideas I would like to discuss over a call if you are interested in improving your website further.