

Cold outreach #2

-everything about the person and it's product is imaginary

Who am I contacting: Max Cordi, this guy is a big fitness influencer from youtube who decided it's time to make his own courses. He only has 1 for the moment which is a training split, the price being pretty affordable

What's his problem? Although he has a big number of audience, he is barely making any sales to his course. The course is very valuable but his opt-in page sucks

Solution? I created for him a FV, basically a great and well improved Opt In Page

Dream State? Get more and more people to buy his course, maybe create some future course or products that are more high ticket so he can generate more income

Hey Max,

I was watching Youtube a few days ago, and Mr. Lean's podcast with you popped up on my recommendation section.

The part where you talked about your post workout routine was such a valuable lesson to any gym rat.

Even though I have a high passion for fitness, your information was helpful and motivational, so I decided to take a look at your Youtube channel.

Although you have a high audience on social media platforms, your 'Killer Split' course didn't have the amount of sales I expected. This truly intrigued me..

I checked your website, and only then it finally hit me.

Your Opt In Page made me remember this disrupting sequence technique I saw working very well in the fitness niche.

This will bring a huge amount of traffic to your website and a 1.83x increase in your sales.

Since I thought this is a great idea, I decided to create one of these samples for you.

-Insert FV and some information explaining it shortly

If you like my work, and you are open to hear other insights that I have in mind, let's hop on a zoom call so we can brainstorm these ideas together.

What does your schedule for next week look like?

-Signature