

Who am I talking to?

Michelle is a breathwork facilitator. She has a youtube channel, instagram, and facebook called "Pushing Beauty". In the past she experienced low self esteem, made bad decisions in her life, constantly seeking validation, and had inner demons. But she is free from that by doing breathwork.

Where are they now?

She is based outside of Philadelphia. She is running a 1 to 1 in person or virtual breathwork session (high ticket), newsletter, has a book called "The Bright Side of a Broken Heart", an online lesson to practice self breathwork (mid ticket?).

Where do I want them to go?

I want her to see me as someone who is trying to help her business. If she likes the FV that I created, I want to schedule a call and learn more about the business. And if we can be potential partners if my work is bringing new people for a session.

What steps do I need them to take?

Get her attention to read the outreach. Provide FV and tease her the outcome it could provide. The outreach has to be personalized and I use everything I know about tactical empathy. Do not confuse her in this outreach.

Subject Line: Bringing Awareness to Short Attention Span

Hi Michelle 🙋,

I watched your youtube video "The Power of Affirmations and How They Actually Work, "and I think they play an important role in self-improvement.

I am sharing this with you because I actually have my own affirmation. I write down and read my affirmation daily ..

I think the work that you do actually provides life-changing results for people who are struggling with self-love and want to find peace and happiness to enjoy life.

I'm also reaching out because I notice your competitors are using what I call "Quick & Captivating" method on their instagram.

Since we live in an era of short attention span, I think implementing these short forms is very easy and it will:

- ✅ Be Concisely Captivating
- ✅ Grow your Instagram following
- ✅ Cause awareness to people who are in need of help
- ✅ Spark curiosity and inspire action

I am confident that people will book your services and you can start healing. I created 3 posts for you to test out for free without any cost or risk. (See for yourself 🙋)

And you like the results it is providing, maybe in the future we can work together. There are also other ideas your competitors are using and I think it will be fun to create.

Have you heard of short form content?

If there's something wrong with the posts, feel free to email and I'll be happy to fix and tailor them for you.

With energy ⚡  
Aaron Nguyen

Judge for yourself 🙋

**[Insert Image]**

Subject Line: The one person who truly loves you...

Picture this moment of profound self-compassion.

You may feel anxious about the painful experiences from the past which have left scars in you, but it doesn't have to define you.

Imagine the incredible transformation when you let go of the past.

In this transformation, you not only save your body, heart, and soul, but you rediscover your true identity.

Your emotions and life are under your control.

You become the architect of your happiness, the curator of your dreams, and the author of your story.

And you have the power to change that.

You have the power to rebuild a positive life that you so desire.

You have the power to heal and the journey starts inward into your mind.

Click the link in our bio to explore the path that awaits you.

**[Insert Image]**

Subject Line: Do you have low self-esteem in the mirror?

When you look at yourself in the mirror, what do you honestly see staring back at you?

Do you see someone with self-love, happiness, and positive energy that attracts people around them?

Or do you see someone who is afraid to look back at you and acknowledge your presence?

It's almost like they're thinking of a painful experience in the past, but they don't want to talk about it.

You can see the sadness on their face.

But the reflection of your sadness has more meaning than just showing how you feel.

It is your inner child who is crying for help.

Your inner child is all the negative emotional experience that is stored in your mind from childhood.

And it is what influences your thoughts, behavior, and relationships.

As you navigate through life you may experience anxiety, insecurity, shame, guilt, loneliness, anger, or rejection.

But your inner child doesn't have to feel neglected and disconnected from life.

You can connect and help your inner child to find love, peace, and happiness.

Click the link in the bio to find out how you can be there and take care of your inner child.