

“Hello there, Lyons...”

Tell them that the product is great.

But the way of advertising can be improved.

Note 1: “People nowadays have really short attention spans. Like, have you ever sent someone a message like you did to me and they just completely ignored it ?

My experience with being ignored is that it absolutely sucks...

It is easier to capture the attention of the reader with Short and straight to the point messages. Fit Fusion, one of the top players in fitness programs, uses this technique. Maybe we can do the same...”

<https://www.fitfusion.com/>

Note 2: “Dropping LOADS of information on the consumer. It’s overwhelming, I myself who is super into fitness would be overwhelmed by it all hitting me at once...

Another example is

MadMuscles, The recently growing fitness app that has ads all over social media, uses a slightly different approach with kind of the same tactic.

You click on the website and it gives you a little bit of information with every step.

The more you proceed the more they tell you about the program.

Keep in mind the attention span of the reader.”

<https://madmuscles.com/>

“I can think of three ways that would help you get more revenue. That I would do for FREE. I will only ask you for referrals in exchange.

“Unless you’re super satisfied with the results and want to pay me, that’s fine by me, haha.”

And no these methods don’t include using AI to mass email people.

If that is interesting for you, just reply to this video to let me know.”