

Goodlife Follow-up

SL: A Quick Follow-up

Hello Greg,

I hope this message finds you well. I'm circling back regarding my previous email discussing the integration of specific CTAs into Goodlife's Instagram posts. This initiative aims to optimize click-through rates, enhancing the accessibility of your messages and potentially bolstering conversion rates for Goodlife's membership sales.

I understand your time is valuable, and I appreciate your consideration of this proposal. If this initiative doesn't align with your current focus, I'm open to discussing alternative strategies or identifying a better point of contact within Goodlife for this discussion.

I value the opportunity to collaborate with a forward-thinking brand like Goodlife, but I understand priorities vary. Having worked with other esteemed clients within the Gym/Fitness niche, I've witnessed the positive impact tailored CTAs can bring to digital

strategies. I believe this approach could similarly benefit Goodlife's online presence.

However, if unfortunately, this does not align with your vision for Goodlife Health Clubs please respond to this email stating as such so I can take you off of my list. Your insights and collaboration are highly valued. Thank you for your time and consideration.

Best Regards,

Tyler Higham
CEO of Higham Media