Personalized outreach

Hey [name],

I love what you do, most influencers present a totally unrealistic view of what it takes to get fit. By being relatable and showing the blood, sweat and tears that are part of the journey, you have inspired countless people to get off their butts and start working out. I believe that what you have done is nothing short of heroic, and I look forward to seeing what you do in the future.

You are killing it on social media, However, I do have some constructive feedback for you. Your website is green...like, really green. While green can be a great colour choice, it's not without its issues. I see that you're going for a friendly vibe with your website, but the light green background can be a real pain for users. When people use dark mode filters on their phones and browsers, the background stays light green while the text switches from black to white. This makes your text extremely hard to read, especially with the font you've chosen. So, while your website may be "friendly," it's not exactly user-friendly.

This is easily fixable. Some parts of your website are already fine, particularly the white buttons in your survey. These buttons are the ideal candidate for dark mode since the black text becomes white while the white button becomes black, producing a background effect for the text. To enhance the dark mode experience for your users, I recommend inserting a white background behind the text on your website, If you still want to keep the light green colour scheme. This change will surely result in a more pleasant experience for your users in dark mode, which is all that matters.

I have a bunch of ideas to improve your site, but before we start, let me know what you've already done. I don't want to suggest anything that doesn't align with your image, and I would like to understand the situation before I write anything else.

If this isn't your cup of tea, just give me a shout and I'll remove you from my follow up list.
  - Callum Anderson