

Context: Sub-niche is “Posture Corrections.” For people who are 18+ y/o with persistent back pain.

The value that my potential client is giving is information, in the form of webinars.

Subject Line: Need to expand your reach?

Hey American Posture Institute,

I appreciate what you guys are doing to help people fix their posture, and your unique approach to webinars & live events for the people you are trying to help.

And as someone who has had bad posture and fixed it with similar information to yours, **I would love to bring some ideas to your business to expand the amount of people you can help**

This would be via:

- Using a landing page to engage your clients to sign up for your live events
- Using short form copy to increase engagement and the likelihood of people signing up for your events
- Using posts/reels for tips & tricks to improve posture on your Instagram to promote your reach

And here is that **short form copy + my portfolio showcasing** examples of short form copywriting I could sequence for you:

Client Work - Short Form Copy Sample #3
[docs.google.com](#)

Dareus
[sites.google.com](#)

I've researched and studied the top players in this market such as PosturePro & EgoscueMethod, but I am an outsider so I won't know your complete situation.

If you are interested, DM me or let me know

so I can help to better understand your situation and bring you solutions in order to help you to help more people 👍✅

Thanks for your time, Darius.