

Hi <name>,

I recently watched your video about "powerlifting for beginners" and thought it was really informative. You have a real passion for powerlifting (along with great knowledge) which was clear to see throughout the video.

As someone who provides copywriting services, I took the time to look over your social media platforms, and I noticed a few ways I could help you skyrocket your engagement, and turn more of your customers into life-long fans desperate to invest in your coaching programs.

To give you an example of how I can help your business grow, I actually went ahead and made a few tweaks I would make to one of your Instagram posts. For example, using an intriguing headline to grab the reader's attention and spark curiosity, along with a compelling call to action at the end which should help to drive more traffic to your site. I made a couple changes to the main part of the caption too, but kept most of it the same in order to demonstrate your knowledge and expertise.

This is just one example of a few ways I could help your business to grow, so have a read and let me know what you think! I've included the edited post at the bottom of this email.