

#1

Hey Tish,

I really enjoy your Instagram videos where you teach your viewers to make easy, healthy, and delicious recipes. It builds trust with your viewers, making it easier for them to purchase your recipe book.

I'm going to be 100% upfront with you.

I help business owners in your niche increase their audience size and conversion rate through copywriting and digital marketing.

I have an idea that could help you convert more of your cold audience into buyers by just using your current resource.

I've made a email welcome sequence below for free as a case study, you can send it to your email list and see results in less than 14 days.

The goal of this email is to warm up your audience and persuade them to buy your product.

Is that something you're interested in? Please let me know.

Cheers,
Reagan Andersson

[FREE VALUE ATTACHED]

#2

Hi Tom,

Your success story is really inspiring. It took courage to make a big life change like quitting your job and pursuing your passion, but the risk you took has paid off significantly.

Congratulations on what you've achieved so far!

Your content has helped many people achieve their diet goals, allowing you to build a substantial following. There are some ways you can use this resource to attract more paying customers for your cookbook.

Many people struggle to maintain their ideal weight after losing weight and eventually give up. To help someone stay committed to their weight loss goals, they not only need a fun and tasty cookbook but also motivation and relatable success stories.

I can create compelling content about this for your audience, and I'll do it as a case study for free.

Would you like to take advantage of this opportunity?

Cheers,
Reagan Andersson

Follow Up

Hi Tom

If you're interested in the free case study I offered yesterday,
Let's have a quick call, so I can know more about your situation and make the best content for your audience.

I wanted to share a spec work I recently did for another business owner in the same niche.
I've attached it below for your reference.

If you're not interested in this opportunity, please let me know and I'll remove you from my follow-up list.
However, I want to mention that this offer may not be available later as I will be offering it to someone else.

Regards,
Reagan Andersson

[FREE VALUE ATTACHED]

#3

Hey Josh,

I like how you provide free recipes on your website, it's an excellent strategy to attract many people to consume your content.

What you've established actually has a huge opportunity to convert a large number of your followers to paying customers for your MPM Club in a short period of time.

I have some ideas to help you achieve that, below is one.
It's a persuasive communication sequence that triggers human emotions to buy your product.

You can test it out using your current resource, which is your email list.

Is this something you're interested in? Please let me know.

Cheers,
Reagan Andersson

[FREE VALUE ATTACHED]

Follow Up

Hi Tish,

Did you have a chance to look at the email sequence yesterday?

Since you've established an email list, you can test the email copy easily and see if there's a decent amount of new conversion.

If you have any questions on how to implement it, just hit me up

But, if you're not interested, also please let me know so I can remove you from my list.

Regards,
Reagan Andersson