

New email based on comments below on the revision
(might be goated, gonna test first)

SL: Training time

Hey [name],

Your unique style of training is what dog owners in [city] need these days.

But your time shouldn't have to be spent on figuring out the next post on social media.

Don't worry, we can take the leash on that hound.

I've tailored a few top-dog posts for you, are you interested in checking them out?

Best,

[my name]

REVISION (Got ripped apart)
My analysis in this color

SL: Training time

Hey [name],

Your skills at dog training are truly valuable, and your time spent in that area is very impactful.

Do you find it annoying to manage your social media as well as training everyone's fluffy friends?

It doesn't have to be that way, and I can help you focus on what you love → training dogs.

I'll be sending you two sample posts in the following email.

Let me know how I can tailor them to your goals/values.

Best,

[my name]

Second Email (Immediately after the initial email) (not gonna do this anymore)

Here are the samples I promised:

[link to google drive folder]

If you have any questions feel free to send them my way.

Let me know if this interests you and we can discuss this opportunity!

(Old email, don't worry about this one)

Tested 20x, decent open rate (17/20 = 85%), no responses.

SL: Instagram

Hey [name],

Your time is much better-spent training dogs.

My goal is to take care of all your Instagram content to save you time and to bring in more customers.

I've made some posts for you, can I send it over?

Best,

[my name]

My analysis:

I do believe I've achieved not sounding salesly, but you Gs can let me know.

I think the opening line would be better if I build pain around their time mostly being directed towards marketing online. But from what I've been told, I shouldn't be evoking emotion too much in outreach as compared to sales copy.

Perhaps the CTA isn't clear enough on the next steps they should take.

