

V1



Hey <box_name>,

As you can see, SpongeBob is holding a letter for you that contains the secret formula to his delicious burgers.

Jokes aside, I used him as an eye-catcher so I could share with you a "secret formula" you can use in your <box_notes>.

The secret formula is this "aspiration magnet" concept that you can use to deepen the bridge of trust with your audience,

And increase the LTV of your customers making it easier to sell higher ticket offers in the future.

It appeals to your audience's desire for <box_personal> and then "paints" a picture in their mind of where they're <box_dreamstate>.

I noticed no one in the <box_niche> industry was using this concept, so I took the liberty of making you an "aspiration magnet" email package.

Do you want to check out the emails or not?

Regards,
Alexis Avila

Example Of Outreach With Variables

Hey Carlo,

As you can see, SpongeBob is holding a letter for you that holds the secret formula to his delicious burgers.

Jokes aside, I used him as an eye-catcher so I could share with you a "secret formula" you can use in your emails.

The "secret formula" is this "aspiration magnet" concept which you can use to deepen the bridge of trust with your audience,

And increase the LTV of your customers making it easier to sell higher ticket offers in the future.

It appeals to your audience's desire for preventing themselves from getting burnout and then "paints" a picture in their mind of where they are no longer struggling with burnout and have found more peace in life.

I noticed no one in the burnout prevention and recovery industry was using this concept, so I took the liberty and made you an "aspiration magnet" email series.

Do you want to check them out or not?

Regards,
Alexis Avila

V2

SL: Sponge



Hey <box_name>,

As you can see, SpongeBob has a letter for you containing the secret formula for his Krabby Patties.

Jokes aside, I used him as an eye-catcher to share a "secret formula" with you that you can use in your <box_notes>.

It's this "aspiration magnet" concept that helps grow your current client base,

And increase their lifetime value making it easier to sell them <box_offer> in the future.

The concept awakens your audience's desire for <box_personal>...

Then paints a mental image where they're <box_dreamstate> after buying your <box_industry>.

Since I noticed nobody in the <box_niche> industry was using this concept, I took the liberty and made you an "aspiration magnet" email campaign.

Are you open to seeing how this concept could help you "sponge in" new clients?

Look forward to hearing from you,
Alexis Avila

V3

SL: My spongy friend wanted to hand you this, Name



Hey <box_name>,

As you can see, SpongeBob has a letter for you containing the secret formula for his delicious Krabby Patties.

And, just like SpongeBob, I'm holding my own "secret formula" in this letter, one that you can use in your <box_notes>.

It's an "aspiration magnet" concept that can spice up your conversion game and deepen the bridge of trust with your audience.

The concept raises your audience's desire for <box_personal>,

Then paints a picture in their mind of where they're <box_dreamstate> after they've bought your <box_industry>.

Since this concept would be helpful to your brand because you do an excellent job at <box_compliment>...

I took the liberty and made you an "aspiration magnet" email campaign.

Cool if I send it over?

-Alexis