

Hi Jasmine,

I hope your day is going well.

I wanted to follow up with you after my last message. I took the time to do deeper research on your brand to understand its weaknesses.

I signed up for your newsletter and noticed a few interesting things.

1. Some of your emails end up in the spam section...
2. You're missing out on an opportunity to build rapport with your audience.

Now, how will fixing those errors make your company thrive?

People in your audience will become more engaged with your content, which will lead to an increase in the number of enrollments for the IELTS Speaking course...

Also, getting your emails out of the spam section will boost their deliverability, which is essential for getting new students.

I prepared the welcoming sequence. It consists of 3 highly compelling emails. Every one of them is precisely described in terms of how it is about to affect the reader.

Want to find out how to increase engagement with your audience and battle their objections against signing up for the IELTS speaking course?

If so, we can get on a 15-minute call the next week and discuss it.

Here's the link to the emails.

<https://docs.google.com/document/d/1zi5blQsR09sLhrfFDkp9DTVjvcRBmYBF9pyMxF-phdw/edit?usp=sharing>

Have a good weekend.

Warmly,

Karol Gacek

