

Outreach-Box Nutrition

To: Jack Braniff

SL: Why A Simple Newsletter Is Holding You Back

Hello Jack,

I found your website through one of your sponsored ads that ran on facebook showing some athletes getting their Box nutrition plans. When looking around at some of the nutrition content on your page like the different packages you could try, a downloadable app, Kcal counter and so many routes to take.

I couldn't help myself but scroll through and analyse little details and methods that you use to make readers buy, Which Sparked some concerns

I think the ads you displayed were a perfect fit for someone like me who enjoys fitness. Having professional athletes take part really sparked interest for me.

After going in depth and taking notes for future Improvements . I noticed that you **don't** offer a direct newsletter opt-in feature, this is an opportunity wasted as a simple newsletter would increase traffic and potential sales to the website.

Looking into Box Nutrition and getting a better understanding. I decided to make a sample of the newsletter that you could check out, link is just below.

[Open The Missing Piece For Your Puzzle](#)

Please spill your thoughts on the newsletter!

Thank you for your time and effort,

Bailey