

Subject Line: Unlock the Door to Your Athletes' Full Potential

Dear Coach Dane Miller,

As someone who values personalized fitness programs, I was blown away by the incredible results you've achieved with your Custom Strength Program. I can only imagine the impact it has had on the lives and athletic careers of your clients.

However, I understand that reaching your audience and getting them to engage with your content can be a challenge. That's why I wanted to share a simple but powerful method that can unlock the door to your athletes' full potential and increase traffic to your mailing list.

Here's the method: use your existing lead magnet and send the follow-up email I've pasted below. By providing value upfront, you'll build trust with your audience and make them more likely to sign up for your Custom Strength Program. This approach has helped other fitness professionals like yourself to boost traffic and generate more engagement with their audience.

Subject: Unlock Your True Athletic Potential

Dear [First Name],

Do you ever wonder what it takes to become a true athlete? To dominate in your sport, break records, and make a name for yourself? You've worked hard and followed various programs, but still, you feel like something is missing.

It's time to break free from the plateau and take your athletic ability to new heights. And the secret? It's not just about the workouts or the training program.

It's about unlocking your true potential and becoming the athlete you were always meant to be. That's where we come in.

At Garage Strength, we understand what it takes to build champions. Our Custom Strength Program isn't just another training program, it's a transformational journey that leads you to greatness.

Imagine being able to effortlessly break records and outperform your competitors. Imagine feeling confident, powerful, and unstoppable. That's the true power of our Custom Strength Program.

Our team of elite-level coaches will walk with you every step of the way, targeting your specific weaknesses and expanding your strengths with highly specialized programs in pursuit of your

biggest goals. We'll take your feedback and progress to build and dial in your programs until you're breaking all of your maxes.

With our Custom Strength Program, you'll gain access to our exclusive Facebook group, where you'll be part of a community of athletes with similar goals and aspirations. You'll receive a new program every month, with every exercise linked with a video from our movement library showing how the exercise is performed.

It's time to stop dreaming about being a true athlete and start living it. Say goodbye to the frustration of plateauing and hello to the thrill of breaking barriers. Join the countless athletes who have unlocked their true potential with our Custom Strength Program.

Don't settle for being just another athlete. Unleash your greatness and become the athlete you were always meant to be.

Are you ready to take the first step towards greatness? Let's do this.

To your success,

Coach Dane Miller

I'm confident that this method can take your Custom Strength Program to the next level, and I'd love to hear about your results after you implement it. Reach out to me to discuss the next steps and how I can support you further.

Best,
Cooper Gadd

PS: I believe that this method is just the beginning of what we can accomplish together. Let's explore how we can work together to unlock even more potential for your business.