

## Outreach for a prospect

### Prospect research

Subject line: Something that may interest you, Layna

Hi Layna,

I came across your website while looking for weight-loss coaches.

I had a look around, and I particularly liked the way you advertise your promo codes in the "freebies and favorites" section.

I was impressed by your ability to share your personal experience with the product and effectively encourage the readers to purchase it.

I noticed that you offered a free masterclass lesson and believe I have identified an opportunity that could:

- Increase the webinar's sign-up rate
- Boost the sales generated by the special offer
- Allow you to assist a greater number of individuals on their weight-loss journey.

If you're interested to hear more, I'll include a sample of the landing page redesign below.

Headline: Uncover the Timeless Weight-Loss Secret  
That Will **FOREVER** Erase The Word “Diet” In *One Video*.

Are you sick of pushing yourself to stick to diets that are bad for your mental and physical health while working out six days a week only to be confronted by your stubborn belly fat in the mirror? Then THIS is for you.

In this recording, I will teach you the ONE trick that your ancestors used to shed additional pounds.

Plus, I'll also tell you how you may begin applying this to your life so you can achieve your goals quicker and with less sacrifice.

If you're truly committed to expelling that persistent belly fat, click below.

Do you like the conclusion?

Best regards,

Radoslav Nazarsky