

IG DM:

Hey Andre,

I see you offer online classes which is nice.

There are 2 marketing techniques that almost all your top competitors are using and they help them catch more attention and literally attract people.

It is so beneficial for your coaching and will help you for sure because this strategy shows the difference between your offer and thousands of offers out there (that's exactly what people want to see).

Email 1:

Hey Maria,

The top businesses like "English Class 101" and "Makes You Fluent" are catching so much attention in your niche and have many sales by just using appealing and emotional strategies for their products' intro and their social media.

I see you have free content on Instagram which is an advantage for you and if you use the strategy that top businesses are using, you'll see a massive increase in the number of people who book a class (private and group classes) because this strategy shows the difference between your offer and thousands of offers out there (that's exactly what people want to see).

I have some time on Monday to talk about it, so I'll tell you my ideas and how exactly it works. Does Monday morning work for you as well?

Email 2:

Hey Ruben,

The top businesses like "English Class 101" and "Makes You Fluent" are catching so much attention in your niche and have many sales by just using appealing and emotional strategies for their products' intro and their social media.

You have a free E-Book and if you use the strategy of giving a better and different explanation from other E-Books, you'll see a massive increase in the number of people who get that E-Book. For example, in the part where you say "3 main problems to avoid", if you give a better concept of those and why they generate problems, people will be way more desperate to figure it out.

I have some time tomorrow and we can discuss, so, I can provide you some free services to show you exactly what I mean.

Does tomorrow morning work for you as well?