



Improved Outreach

Bonjour Natalie,

How are you?

So my mom and I were having tea, talking about all things life (as tea addicts do 🧺),

And we started talking about my cryptorchidism, which reminded my mom of a friend who went through a tough time with PCOS,

And it's heartbreaking to think that other ladies may be going through the same situation without any support,

So, I researched ways to help them and found you and your goodwill to make these ladies almost as curious as a human question mark 🧺, (anyone that reads your website can sense your positivity and passion for this subject)

And as I found your website, I saw 2 ways to make you reach a bigger audience, and nurture your leads,

Here they are 🧺

(FV)

Talk soon,

Thomas

P.S. Maybe something funny and personal about them. Still don't know

So, I created this gift using this strategy

The same Outreach (On the second part) with a new idea which goes into the WIIFM in the first line and it's friendly

SL: A helpful gift for your website changes

Bonjour Kendra,

How are you doing?

I saw that you were making some changes to your website, so I decided to make a gift to help you with it.

You can find the gift at the bottom of this email, and no, there's no scammy links, no 1,99\$ to access the rest of it,

The gift will essentially help you convert more leads, and have more calls booked for your fertility yoga series,

And I also made a little welcome email as an extra to help you get your newsletter going, build more trust and nurture your ladies.

You can just go ahead right now, close the email and use them, no hard feelings

But I would appreciate it if you took a look at the quick 2-3 min loom video that I made for you,

Covering why I made this gift, how the CES mechanism works and how you can get to the top of the niche without many efforts.

(Loom video)

(How can I separate these 2 parts so that when they open the email they know they won't have to read the whole email)

So, while me and my mom were having tea, talking about all things life (as tea addicts do 🍵),

We started chatting about some reproductive problems that I had at birth, which reminded my mom of a friend who went through a tough time with PCOS.

And it's heartbreaking to think that other ladies may be going through the same situation without any support,

So, I spent some hours researching this market and ways to help them and found you and your goodwill to make these ladies almost as curious as a human question mark 🤔,

But seriously, anyone that reads your website can sense your positivity and passion for this subject

And as I went through your funnel, I saw 2 simple ways to make you reach a bigger audience, and nurture your leads,

So, I just went ahead and put them on paper, which will hopefully help you coach more ladies with infertility problems

Talk soon,

Thomas

P.S. Maybe something funny and personal about them. Still don't know

Other ideas:

But if you like it and you're interested, we can talk about a risk free project that I have in mind to get 1 infertility coach into the top of the niche, and help even more ladies out

So, you can just keep the present, no hard feelings as long as you are helping these ladies out.

Offer: Just to give you a glimpse of it, the first part would be planning and constructing a set of emails that would generate 125% more revenue - in the first week of implementing it,

And if you hit a 125% increase of revenue in eight days, instead of seven...

I will work for you completely for free for two weeks to increase your sales by an extra 25% using organic growth methods.

So, if you want to talk more about the project, then feel free to let me know(I promise it won't be one of those pushy and awkward calls)

Bonjour Natalie,

How are you doing?

So, on the bottom of this email you have 1 gift + a bonus present that I made for you <name> - no scammy links, no 1,99\$ to access the rest of it,

The gift will help you

And the little present will help you stand out from your competitors by creating trust and nurturing your ladies,

You can just go ahead right now, close the email and use them, no hard feelings

But I would appreciate it if you took a look at the quick 2-3 min loom video that I made for you.

Covering why I made this gift, how the CES mechanism works and how you can get to the top of the niche without many efforts.

(Loom video)