

**Background Information/Context on Client:**

He is an online fitness trainer and health coach who primarily focus on those who are at the of 50 and above.

He offers online fitness coaching.

While looking through his website, I noticed that he does not seem to have an email list subscription. But, first I want to check with him to see if he actually has an email list. So, that is the purpose of this outreach email.

Then, if he doesn't have one, I want to suggest creating an email funnel for him so he can attract more clients when they sign up to the email list and create an email newsletter for him as well.

**Outreach is on the second page**

**SL: Question for you Mike**

Hi Mike,

Your recent YouTube video provides great tips on being in a caloric deficit without having to count calories.

You don't seem to have an email list where your followers can input their email and register for your email newsletter.

Having an email list can help you to attract more subscribers when they register and an email newsletter would help to convert those email subscribers to clients for your online coaching program.

In return, it can help to boost your sales in your fitness coaching business.

Is that something you would be interested in?

Cheers,

Paul