

REVIEW MY OUTREACH STRATEGY.

NEW OUTREACH MESSAGE

SL: Free Marketing Plan Tailored for {Name}

Hey {name},

I'm a copywriter

OLD:

CONTEXT: This is a strategy I use to offer different copywriting services. I first give free value to build trust (if they need email marketing, then I write an email, if they need better sales pages, I will write an example sales page etc...)

After free value, I keep them interested in my opinions about their business, then tell them some problems and offer my solution.

(A 3 DM STRATEGY)

 **1st OUTREACH MESSAGE:** 

SL: Test this marketing plan!

SL: Improvements for Your Newsletter

Which is better? Both bad?

Hey {name}, [A SHORT PERSONALIZED COMPLIMENT] {E.G. "I really enjoy reading your emails in the morning. It's a great way to start the day!"

Here's an email you can test or take inspiration from: [link]

I help businesses generate more leads through copywriting.

[my testimonials]

Hope this helps,
Konsta

 **Follow Up after 3 Days:** 

Hi {name},

Did you get a chance to check the email?

Happy to help,
Konsta

2nd OUTREACH MESSAGE

SL: A quick question for {name}

Hi {name!}

I've taken a closer look at your business and spotted X more things to boost your lead generation.

Would you like to see them?

Happy to help,
Konsta

🌀name follow-up 🌀

🛑3rd OUTREACH MESSAGE [IF POSITIVE RESPONSE]🛑

Hello {name}!

Awesome, here they are

[problems, solutions, and my OFFER]

Warm regards,
Konsta

🌀name follow-up 🌀
