

Being sent to a male prospect

Subject line: Leading the next generation into greatness

Hey <insert name>

The new generation of young men are hungry dogs looking to get better every day.

They need the best of the best to show them how it's done.

These young men look for someone with knowledge coupled with credentials and a physique that stands out.

You have what these young men look up to and want to achieve for themselves, masculinity, discipline, aesthetic physique, and strength.

They are stuck and in need of someone to lead by example and show them how they can achieve their fitness goals and become the best version of themselves.

There is a large contingency of influencers in the fitness industry not taking full advantage of this new generation of young lifters.

Leading them to miss a bunch of sales through their workout programs or online coaching, when if they were implementing these simple social media tips & tricks, not only would they grow their audience but also increase more sales through programs, coaching, sponsors, and merchandise that they sell.

I have reached out to you and a handful of others in the fitness industry that would be a great person to collaborate with. I think it would be really helpful to grow your audience and increase sales.

Here are some tips and a little sample of what I have come up with.

 WP free value IG captions

Best regards,

Reece from PenmansPrestige

Being sent to a female prospect

Subject line: Leading the next generation into greatness

Hey <insert name>

The new generation of driven and ambitious young women are eager to grow and thrive day by day

They need the best in the industry to show them how.

These young women look up to experience coupled with credentials and aesthetics.

You have what these young women look for and want to achieve for themselves, feminity, aesthetic physique, strong, disciplined, feeling healthy.

They are stuck and in need of someone to lead by example and show them how they can achieve their fitness goals and become the best version of themselves.

There is a large contingency of influencers in the fitness industry not taking full advantage of this new generation of young lifters.

Leading them to miss a bunch of sales through their workout programs or online coaching, when if they were implementing these simple social media tips & tricks, not only would they grow their audience but also increase more sales through programs, coaching ,sponsors, and merchandise that they sell.

I have reached out to you and a handful of others in the fitness industry I think would be really helpful to grow your audience and increase sales.

Here are some tips and a little sample of what I have come up with.

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Best regards,

Reece from PenmansPrestige