

Subject line: Your Pride still has potential.

Hello Michael

Yes, you read the subject correctly, and no

This is no mistake or some silly email.

Your PRIDE still has much more potential than it currently capitalizes on, and I'll explain that fact in a minute.

But first

I must say that you have done an amazing job with (insert business name) that you have built.

From its inception with your brother in 2001 as one of the pioneering professional MMA gyms in the country, to being involved with the EFC's first event in (geographical location), appearing on the (famous talk show), and now its current standing as a renowned martial arts training facility.

Your reputation speaks volumes, and your commitment to spreading positivity through martial arts is evident.

Now you are probably wondering: "Who is this guy?"

Well, allow me to introduce myself. My name is I am a digital marketer and strategic advisor who specializes in copywriting.

My goal is to collaborate alongside passionate individuals such as yourself and together unlock even greater potential.

While snooping around online, I came across your business and I must say, you definitely stuck out from the ordinary.

That being said, I have identified specific areas which could use strategic adjustments to enhance your success, such as optimizing your social media presence and leveraging online platforms.

One such adjustment would definitely be to improve your website, and while this may be a minor fix compared to the bigger ones that are possible, it is still an essential part of your overall success.

I would suggest that the addition of customer reviews and a more structured layout, along with in-depth information about the different arts that you teach should be a massive game changer already.

But why stop there?

I have also identified specific marketing and service-related tactics that are being used by global industry leaders that are yielding massive results. I believe that if applied correctly to your business, these strategies will yield a mountain of reward.

The benefits, just to name a few, include:

- Personalized customer communication
- Top of the range marketing strategies that will increase the awareness around your brand
- Digital expansion which will broaden your reach beyond the physical borders of your geographical location.
- Massive increases in the number of people whose lives you transform
- And as a beautiful cherry on top, a skyrocket increase in revenue

I would love to share this information with you, free of charge of course, as well as get to know you better.

As you said Michael, martial arts is a continuously evolving field, and the same can be said about marketing, so it's essential to stay at the forefront.

If you are interested, or would like to know more about what I am talking about, reply to this email and we can schedule a convenient time to connect.

I'd like to hear from you soon.

Best regards