

Side note:

I have already outreached the guy. He loved the FV. But could partner up as he had a coach already.

I looked through his page, and clearly, his coach is draining his potential with shitty FB ads and funnel.

I decided to invite him into a call and implement new ad techniques and rebuild his funnel using the value ladder.

Goal: Tease the ad and funnel to interest him enough to get him on a call.

Note:

Only comment if it helps me make this outreach smaller, remove unnecessary words, correct the flow, or correct the logic.

Enjoy

Subject line: Had any killer ideas yet Dan?

Hi Dan,

I'm Miles. We spoke a couple of weeks back in this very inbox.

I was scouring through my web pages until my URL had your name popped in it.

I was glad to see you helping further women out every now and then, also consistently thriving to get better clients.

I dug further and came across the ad you ran recently. And although I loved its concept...

It had a few missing nuggets that could have made it 5x more effective – By targeting the pain and desire points of the reader and using persuasive toys like vivid imagery and future pacing to suck them into your inbox.

So I forged a replica of that ad containing the above elements that could result in an increase of 2-3 new dream clients for you to take care of.

And speaking of dream clients, I studied your sales funnel and you'd be glad I did mate.

Because the sheer efforts and hours you were putting into your brand had a terribly low ROI.

And the issues I found are the reason that kept you from being the top competitor in this niche yet.

That's why I crafted a concept called "Value ladder" for your own brand.

Which is basically a ladder that increases with the amount of value you can provide and how much more you can charge – *Resulting in almost tripling your monthly revenue.*

And the amount of credibility and potential you already have, these creative ideas, and funnels combined, can finally make "*Master your metabolism*" go exponential.

I've attached the goodies below so you can have a good look.

If you like it, I have a bunch of other creative ideas that I would love to discuss further on a call this weekend.

So you can make sure you're not missing out on any killer ideas. Otherwise, I'll hope your business coach cooks up those ideas soon.

Take a look and judge for yourself 📌

<Value ladder>

<Fb ad>