

Hello Ms Lucy,

I've been following your account for a little while now, mostly going through your warmup videos, by far the most enjoyable and useful on the platform, and recently I also got into following your workouts on days when I am unable to train at the gym and they've all been delightful too. I can clearly see from your content why you have millions of people looking up to you, and it's amazing that you're bringing fitness into so many people's lives, Huge respect to you for that.



Though I checked out your website recently too and was pretty surprised that the most famous youtube fitness channel has a really base level and simple looking website, and being the QUEEN OF FITNESS on youtube I believe you deserve better, not just for you but also for all your fans looking to be guided into the fitness world, it would be ideal if their experience on your website was even more enjoyable, interesting and informative, so I would like to help. 🙏

Looking through your website the first thing that would be ideal would be a title redesign to fit in more with the personality and aesthetic of your content. Following that it would be good to choose a colour scheme which matches your friendly and caring brand to help remodel the layout on the website.

Looking past the design an email newsletter would be a fantastic addition to your page, after they sign up you'll be able to send your most dedicated viewers golden nuggets of information which will improve the trust and connection with your fans but it'll also allow you to promote your courses and e-books to them. In the end bringing people more value and helping them be their best selves 😊

I have 4 more major improvements in mind which will enhance the user experience and in turn also the conversion rate throughout your website but I don't want the email to go on forever, so if you'd like we can arrange a call sometime soon to further discuss the improvements and also so we can discuss your brand deeper to see if a collaboration on your website would be a good fit for both of us 😊

Thank you for taking the time to read my email, and I hope you have an amazing day.

Yours faithfully
Milo Swiostek
(miloswiodigital)

V2 shortened:

Hello Ms Lucy,

I've been a fan of your engaging workouts on YouTube, mainly your warm-up content, and I truly admire how you've impacted millions. While exploring your website, I noticed an opportunity for enhancement. A sleek title redesign and a colour scheme aligned with your brand can elevate its appeal. 😊

Consider adding an email newsletter to deepen connections with your audience, offering exclusive content and promoting your courses. This not only builds trust but also boosts engagement and conversions. I have 4 more big improvements in mind and would love to discuss them further in a brief call. Let's explore how we can enhance your website and collaborate for mutual benefit.

Thank you for your time. 😊

Yours faithfully,

Milo Swiostek

(miloswiodigital)