

Sharif Mohsin Outreach

4 Questions:

Who am I writing to?

I'm writing to Sharif, who's a man in his twenties, doing mainly e-commerce products and YouTube videos.

The most valuable things in his business are his e-commerce stores and his YouTube channel.

However, he also has a \$1 dropshipping course that he uses to monetize his attention.

He's passionate about self-improvement, becoming rich, working hard, and making a lot of money.

When I think about his dream state, I see him making 10x more money, with his YT channel being one of the most relevant in the entrepreneurship and self-development niche, and with his e-commerce stores prospering with profit.

The gym is a big part of his life.

And he deeply cares about his health, mental performance, and his physique.

He's been grinding for more than a year now, and he's seeing the payoff, but he would like to see more.

That is more money, more views, and more freedom.

That freedom is financial and time freedom.

He's humble, has his head down, is focused on work, and is trying to reach the highest level of success right now.

He values a lot the idea of helping other people make more money through dropshipping.

Where are they in the funnel right now?

At the moment he's a prospect, and I'm going to contact him through a cold outreach funnel -> First time seeing me

Where do I want them to go?

I want Sharif to become an interested lead -> Get in contact with me and start having a conversation.

What emotions, fears, desires do they need to feel/see to get there? What steps do I need them to take to get them where I want them to go?

He needs to feel like he's going to be able to provide value to way more people.

The idea of his subscribers getting more money and changing their lives all because of him is something he dreams about.

He's craving uniqueness and standing out from everyone else in this niche.

One of his biggest aspirations is to have committed students completing the entire course and changing their lives

So to sum up, Sharif wants three things above everything else:

1. To stand out -> To show everyone in the entrepreneurship and self-improvement niche that he's nothing like anyone has seen before.

And that will give him an unfair advantage over the competition.

2. To have committed students: The idea of someone changing their lives completely because of his course is probably the best feeling he has.

Getting a DM saying that he changed someone's life completely is priceless to him.

3. Time freedom: Making more money without the need to spend countless hours working on a new project since his schedule is already pretty packed up.

To make these even more real in his mind, I have to reduce the effort and sacrifice, increase the dream state (especially the idea of being unique and having committed students), and reduce the risk as much as I can.

I can use Samantha's testimonial in this case and the landing page I made for her.

But the main points I have to emphasize are the idea of uniqueness and committed students.

Outreach:

Subject Line: How to get committed students to join your \$1 course

Hey Sharif!

I'll go straight to the point here it won't take more than 2 min.

I was looking at your YouTube video of "Day in the life of a 20-year-old millionaire", and when you said you had a dropshipping course I had to reach out.

I had a look at your sales page and thought you could use a 2-way close to boost your conversion rate and get students to be actually committed to completing the course.

To give you a better idea, I attached a sample of this close at the end of the email.

If you like it and would be interested in a new sales page design for your course with the 2-way close, let me know, and we can schedule a Zoom call next week and see if we can work a deal.

Thanks.

Nicolas.

Your 2-way close 👉

\$1 Course sample

P.S. If you want to know more about my work quality, here's a landing page I created for a female dating coach for men a few months ago.

Landing Page