

Outreach strategies:

1. Provide value - raise issue, give info, and pitch the offer with a sample.
2. Start a conversation - compliment, question, get a dialogue going.

Strategy #1

Hey Darren,

I am excited to be finally reaching out to you. This is regarding the free 7-email trial for your online course "Improve Your Voice".

It's been a couple of weeks since I finished it, and I assume that no follow-up emails can be expected. If the only next step is to purchase the course, I guess that's understandable from a value exchange perspective.

But in case you're considering adding an extra push for your subscribers to continue their vocal improvement journey, I've got some ideas:

1. Implementing certain elements of persuasion, urgency, and mystery in the trial. Basically, the common tactics online course providers use to increase conversion rates.
2. Sending a weekly email promoting the best of your free educational content. This would be after subscribers have finished the trial.
3. Give more spotlight to people that have completed the course.

I also came up with an alternative to your final email, embodying the first idea. I am pasting it below.

If you would agree that this kind of approach has the potential to increase sales for your course don't hesitate to reach back. Also, if you can give me a video you're proud of that didn't get the reach or engagement you anticipated, I would be glad to try to embody the 2nd idea with it.

Thank you for your time,
Kristers

~the FV~

Strategy #2

Hey Darren,

As an upcoming growth consultant, I find your content and services quite valuable. Your praise of a slow, gradual, and consistent approach to vocal improvement really sold me to sign up for the "Improve Your Voice" email sequence.

With that being said, I wanted to ask if more emails can be expected for the voice improvement journey. Perhaps highlighting some of your other most valuable pieces of content?

If not, perhaps you would be interested in seeing some sample emails of what it could look like. Free of charge of course. (but I will need a video that the email directs the reader to)

Thanks for your time, looking forward to hearing back from you,
Kristers

Hey Darren,

As an upcoming digital marketer, I find your content and services quite valuable.

I recently read your 7-email sequence for the "Improve Your Voice" course and was wondering whether some more emails can be expected for the voice improvement journey. Perhaps highlighting some of your other most valuable pieces of content?

If not, perhaps you would be interested in seeing a sample email or 2 of what it could look like. No charge of course. (but I will need a video that the email directs the reader to)

If interested, reply as such and we can go from there.

Thank you for your time, looking forward to hearing back from you,
Kristers