

compliments

- Has a highly interactive fan base
- people who interact seem to have a connection with him
- Gives valuable tips and tricks to help
- Gives his own opinions on different types of gym equipment

What could he do to help more people and guide them to his store?

Perhaps creating a podcast, on a separate youtube channel talking about his fitness journey and how and why he started it

He could start a fitness program that's specifically customised to an individual and charge a fair price instead of a free program

As a follow up he could create an app for people to download and pay for special features, e.g: calorie tracker, easy meal plans, step by step tutorial, advanced training exercises. etc

Maybe with his newsletter he could send a welcome email introducing himself and keeping people posted on his youtube channel

He could release his own merch and maybe even his own supplement brand

SL: How to help people grow, without giving up your free time

Hi sean,

I hope this email finds you well! I was scrolling through your comments on instagram and the fan base you have is so wholesome, it seems so many people out there have a strong connection with you and love the content you provide for them.

This got me thinking, how could you grow your relationship with your audience even further?

What if you spoke to the people directly? Would they be interested in hearing your opinions and advice in real time? Imagine helping thousands of people get through their problems, not just in the gym but in their day to day life.

Starting a podcast channel would be a great way of doing this, you could announce this new project in your newsletter. Linking your new youtube channel in the email and giving people a chance to check in and ask you for advice.

I can write a script that will give the people who listen a well described introduction to who you are, what you do and how you did it, all you have to do is read that out, interact with the audience and answer questions people will ask you.

If this is something that could interest you, we could have a discussion and I can answer any questions you may have.

Thank you for your time and have a blessed day!

Regards,
Jamie