

Outreach #1

Hello [Clients name],

I have recently come across your YouTube channel and have thoroughly enjoyed the content you produce. Your videos have been both informative and entertaining and I particularly liked your recent short on how to prevent getting knocked out.

You are very inspiring to me and it's really noble to teach people how to fight and defend themselves!

Seeing a link to your website in the comments, I decided to take a look.

However, upon reviewing the website, I noticed that there may be some room for improvement in terms of design and functionality.

I understand that creating and maintaining a website can be a challenging task, and I would like to offer you to rewrite your landing page in exchange for a testimonial.

Would you be open to discussing potential improvements together?

Best regards, [My full name]

Outreach #2

Hi [Client's name]

I love what you put out there on your YouTube channel about fighting. Clips, where you teach how to punch correctly, were very informative, it really stood out to me because I've recently started training.

In addition, I've been on your webpage, and I found the copy of your landing page (starting with your eBooks and a Course in the beginning) not exciting enough (roughly boring) and in my opinion, this is a huge problem that makes your readers not to trust you and build authority.

Do you desire change?

Now listen [Client's name], I will work with you and REWRITE your entire landing page in exchange for testimonials. However, you will love my work and most probably we will work together later on.

Do you really want to WAIT and WASTE your Open Rate? Reply to me ASAP and get your products sold instantly.

Kind regards, [My full name]