

Context: This message is to a (cliche alert) 50+ fitness brand owner who posts videos on YouTube about people in their later years remaining in a good physique.

I tried hard to keep it relaxed, to the point, and non-robotic. Let me know how it sounds.

Subject: more attention

Hey there, Stefan!

I'm really liking the fit celebrity video's you're posting! Quality stuff.

I've found a couple advertising tactics from the top 1-5 fitness YouTuber's which you could implement easily to attract more attention to your programs (+ eBooks) and turn more of your viewers into customers.

Here's a quick breakdown how:

[VIDEO LINK]

If you'd want to hear more of the ideas I had, I'd love to schedule a call with you soon. Let me know if you're free sometime this weekend.

Take it easy,

Connor Joseph

Digital Marketing Consultant - Columbus, OH
connorjoseph.io
@connorjoseph53 - Instagram
