

## **Sales Page**

Idea for

Hi <insert name> ,

I have an idea of how you could <insert dream outcome>.

I happened to run into your website "<insert website name>" and I'm so glad I did.

I looked at the sales page for the product "<insert product name>" and I have to say it's excellent.

It shows that it was done by a professional with a true passion for <insert what they are passionate about>.

Although the writing is great, I might have some suggestions that could significantly increase the number of people who reach your "doorstep".

I am confident this will work so I actually did a different version of your sales page using the principles I had in mind.

I've attached it below.

I would really appreciate it if you would let me know if you like the idea (no heart feeling if you don't).

Kind regards,  
Paul Santauan

Hi Angela,

I have an idea of how you could increase your income.

I happened to run into your website "Pole Fitness With Angela" and I'm so glad I did.

I looked at the sales page for the "On-Demand Training" and I have to say it's excellent.

It shows that it was done by a professional with a true passion for helping people achieve their fitness goals through pole dancing.

Although the writing is great, I might have some suggestions that could significantly increase the number of people who reach your "doorstep".

I am confident this will work so I actually did a different version of your sales page using the principles I had in mind.

Would you like me to send it to you?

Kind regards,  
Paul Santauan

### **Captions**

Hi Emily,

I have an idea of how you could make more money.

I happened to run into your website “Emily's Pole Fitness” and I’m so glad I did.

I saw the captions you use to attract people to your classes and I have to say they are excellent.

It shows that it was done by a professional with a real sense of business.

Although the writing is great, I might have some suggestions that could significantly increase the number of people who reach your “doorstep”.

I actually did different captions for you using the principles I had in mind.

I’ve attached it below.

I would really appreciate it if you would let me know if you like the idea (no heart feeling if you don’t).

With energy,  
Paul Santauan

### **Opt- in page**

Hi Miglena,

I happened to run into your website “The Pole Dancer” and I’m so glad I did.

I have an idea of how you could make more people sign up for your classes.

The trick is to build curiosity in their minds.

Stacking up multiple fascinations (curiosity bullets) on your opt-in page might just do it.

This way you'll make them want to sign up for your newsletter, where you can persuade them to make a purchase.

I was so excited by the idea I had that I actually went and did the opt-in page.

Would you like me to send it to you?

Kind regards,  
Paul Santauan