

For (Client name)

Hey Lynn,

I'm amazed at how your business handles so many professions at once. And your clients' reviews are very impressive!

Upon viewing your website, I noticed that you don't have any of your testimonials posted. and you're not using your social media to attract potential clients.

I came up with 5 web design improvements to help potentially **triple** your conversion rate within the next 2 months. These include:

- Amplifying pains, and reliefs to connect with the reader leading them to take action.
- Actively making engaging posts for your socials

These changes won't involve altering your images, or your color scheme.

If any of this interests you. Reply to this message, and I'll send you a 2 minute video showcasing what could be added or improved to attract and monetize the amount of people that are searching for your product.

(Insert portfolio)

Best regards

-Brendan

-**BAR** Strategies

kSaw your reviews, gotta say they're very impressive

After viewing your profile I noticed you're not using your social media to attract potential clients, and although you have very impressive reviews, you haven't posted any testimonials on your website.

With the holidays coming up, its crucial to use these to your advantage

Not having a full understanding of your situation, I took a look at your top competitors and noticed methods they are using to attract clients to their business, That you are not using. These methods don't involve altering your images, or color scheme. One example is using **persuasive content** to drive people to buy their product.