

# V10 scoped in

Hello <contact\_givenName>,

I hope your day is going well.

I know I am jumping into your inbox like an FBI raid, but just hear me out for a minute.

Your <box\_type\_page> <box\_compliment> is <box\_compliment\_elm>, which is great.

I was looking over the rest of your <box\_type\_page> and the <box\_part\_type\_page> didn't really fit well with the rest of it because it doesn't raise enough interest.

There is room for improvement in the <box\_pptp> although it's <box\_comp\_abt\_pptp>, and that's why I am writing this email, also don't get me wrong my intention here is to provide constructive feedback.

If you make the <box\_pptp> like your <box\_compliment>, more <box\_compliment\_elm>, you'll see your conversion rate go up a couple points higher.

I would be happy to provide a few of my versions of the <box\_pptp> that will form a line of potential customers like in front of a Starbucks on a busy Friday morning.

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send an FBI agent to deliver it right away.

Best regards,

# V9 scoped in

Hello Jack,

I hope your day is going well.

I know I am jumping into your inbox like an FBI raid, but just hear me out for a minute.

Your landing page headline is very intriguing and thought-provoking, which is great.

But as I was looking over the rest of your landing page the CTA didn't really fit well with the rest of it because it doesn't raise enough curiosity.

Now don't get me wrong the CTA is good but there is room for improvement, and that's why I am writing this email, also my intention here is to provide constructive feedback, without any sales pitch.

If you match the energy of your CTA to your headline, making it more attention-grabbing and filled with conviction, your potential clients will start lining up for your yoga teacher training.

I would be happy to provide a few of my versions of the CTA that will bring that final push of certainty for them to pull out their credit card and make a purchase.

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send a little blue smurf over to deliver it right away.

Best regards,

## V9 scoped out

Hello <contact\_givenName>,

I hope your day is going well.

I know I am jumping into your inbox like an DEA raid, but just hear me out for a minute.

Your <box\_type\_page> <box\_compliment> is very intriguing and thought-provoking, which is great.

But as I was looking over the rest of your <box\_type\_page> the <box\_part\_type\_page> didn't really fit well with the rest of it because it doesn't raise enough certainty.

Now don't get me wrong the <box\_pptp> is good but there is room for improvement, and that's why I am writing this email, also my intention here is to provide constructive feedback, free of any sales pitch.

And if you match the energy of your <box\_pptp> to your<box\_compliment>, making it more attention-grabbing and filled with conviction, your potential clients would start lining up for your <box\_product>.

I would be happy to provide a few of my versions of the <box\_pptp> that will bring that final push of certainty for them to pull out their credit card and make a purchase.

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send a little blue smurf over to deliver it right away.

Best regards,

## V8 scoped in

Hello Jack,

I hope your day is going well.

Your landing page headline is very intriguing and thought-provoking, which is great.

As I was looking over the rest of your landing page the CTA didn't really flow well with the rest of it because it doesn't raise enough curiosity.

Now don't get me wrong the CTA is good but there is room for improvement, and that's why I am writing this email, plus I want to clarify that my intention here is to provide some constructive feedback, free of any sales pitch.

By matching the energy of your CTA with your headline, and making it more attention-grabbing and filled with conviction, you will start seeing potential prospects lining up for your yoga teacher training.

I would be happy to provide a few of my versions of the CTA that will bring a seamless experience when opting in for the purchase.

I don't like sending files without people's permission so if you want it, send me a quick reply and I'll send it over right away.

Best regards,

## V7 scoped in

Hello Jack,

I hope your day is going well.

I like that you have a very thought provoking headline on your landing page.

As I was looking over the rest of your landing page the CTA didn't really flow well with the rest of it.

Now don't get me wrong the CTA is good but it could use remodeling, that is the reason why I am writing this email and I am not selling anything here.

If you make your CTA arouse more attention grabbing and easier to digest, the higher will be the likelihood of potential customers purchasing your 200-hour yoga teacher training.

I had some free time while waiting for a train and I created a few of my versions of the CTA that will bring a seamless experience when opting in for the purchase.

I would be happy to provide a few of my versions of the CTA that will bring a seamless experience when opting in for the purchase.

I don't like sending files without people's permission so if you want it, send me a quick reply and I'll send it over right away.

Best regards,

## V6 scoped in

Hello Jack,

I hope your day is going well.

I was looking to learn more about some old yoga styles(looking to learn how to do a muscle up) and I came across your website.

As I was looking over your landing page the CTA didn't really go well with the rest of it.

Now don't get me wrong the CTA is good but it could use remodeling and that is the reason I am writing this email.

If you don't add some more curiosity and compelling words in your CTA, you will fail to convince your potential customers that your 200-hour yoga teacher training is a perfect option for them.

There are many people passing through your website every day looking to buy and your Cta has to be fixed as soon as possible to ensure the maximum amount of purchases.

Therefore I would be happy to provide a few of my versions of the CTA that will bring a seamless experience.

I don't like sending files without people's permission so if you want it, send me a quick reply and I'll send it over right away

Best regards,

## V6 send it

Hello <contact\_givenName>,

I hope your day is going well.

I was <box\_compliment> and I came across your website.

As I was looking over your landing page the <box\_pptp> didn't really go well with the rest of it.

Now don't get me wrong the <box\_pptp> is good but it could use remodeling and that is the reason I am writing this email.

If you don't add some more curiosity and compelling words in your <box\_pptp>, you will fail to convince your potential customers that your <box\_product> is a perfect option for them.

There are many people passing through your website every day looking to buy and your <box\_product> and that <box\_pptp> has to be fixed as soon as possible to ensure the maximum amount of purchases.

Therefore I would be happy to provide a few of my versions of the CTA that will bring a seamless experience.

I don't like sending files without people's permission so if you want it, send me a quick reply and I'll send it over right away

Best regards,

## V5 scoped in

Hello Jack,

I hope your day is going well.

I was looking to learn some yoga poses to experiment with my girlfriend(looking to learn how to do a muscle up) and I came across your website.

As I was looking over your landing page the CTA stood out from the rest of it.

Now don't get me wrong the CTA is good but it **could use a makeover** and that is the reason I am writing this email.

If you don't add some more curiosity and compelling words in your CTA, you will fail to convince your potential customers that your 200-hour yoga teacher training is worth buying.

I am sharing this with you because as humans, we often struggle to identify our own mistakes since they are often hidden behind our natural tendency to filter criticism.

Therefore I would be happy to provide a few of my versions of the CTA that work significantly better.

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send it as soon as possible.

Best regards,



## V4 scoped in

Hello Jack,

I hope your day is going well.

I was looking for some website design inspiration and came across your website, it showcased the landing page of your 200-hour yoga teacher training.

I like how the CTA mixes things up a bit

Now don't get me wrong the CTA is good but it **could use a polish** and that is the actual reason I am writing this email.

If the CTA is not polished, potential customers won't be convinced that your 200-hour yoga teacher training is worth buying, resulting in lost revenue.

Mellow down now, I am not trying to sell you my polishing package or anything like that, I just want to give you some ideas because it's sad to see a big potential go into nothingness.

I would be happy to provide a few different versions of the CTA that will bring more make people sure they want of your 200-hour yoga teacher training, and I almost forgot the best part. They are free!

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send it as soon as possible.

Best regards,

## **V3 scoped in**

Hello Jack,

I hope your day is going well.

I was looking for inspiration and came across your website showcasing your 200-hour yoga teacher training. I like the headline of that landing page.

However, I noticed that the CTA (call to action) on your landing page could use some more words that arouse curiosity.

The CTA is actually the reason I am writing this email.

Now don't get me wrong the CTA is good but you know that achieving perfection can be challenging.

That is why I would happily provide a few perfected versions of the CTA that will create a seamless experience that enriches the sales of your 200-hour yoga teacher training.

Of course, you don't owe me anything it's on the house.

I don't like sending files without people's permission so if you want it, give me a quick reply and I'll send it as soon as possible.

Best regards,

## V3 scoped out

Hello <contact\_givenName>,

I hope your day is going well.

I was looking for inspiration and came across your website showcasing your <box\_product>. <box\_compliment>

However, I noticed that the <box\_part\_type\_page> on your <box\_type\_page> could use some more words that arouse curiosity.

The <box\_pptp> is actually the reason I am writing this email.

Now don't get me wrong the <box\_pptp> is good but you know that achieving perfection can be challenging.

That is why I would happily provide a few perfected versions of the <box\_pptp> that will create a seamless experience that enriches the sales of your <box\_product>.

Of course, you don't owe me anything, it's on the house.

I don't like sending the file if you don't want it, so give me a quick reply just to confirm it and I'll send it as soon as possible.

Best regards,

## V2 scoped in

Hello Jack,

I hope your day is going well.

I explored your website a bit and I like the way your landing page goes with your 200-hour yoga teacher training.

I also have to mention, I like that you showed how to properly do squats in your recent video.

However, I noticed that the C.T.A.(call to action) on your landing page could be improved.

The C.T.A.(call to action) is (actually) the reason I am writing this email.

Now don't get me wrong the C.T.A.(call to action) is good but you know that perfection always acts "hard to get".

That is why I would happily provide a few perfected versions of the C.T.A.(call to action) that will create a seamless experience that enriches the sales of your fitness class.

And also it's on the house.

Let me know if this is something you are interested in, and I will send the PDF as soon as possible.

Best regards,

## V2 scoped out

Hello <Name>,

I hope your day is going well.

I explored your website a bit and I like the way your <box\_type\_page> goes with your <box\_product>.

I also have to mention, <box\_compliment>

However, I noticed that the <box\_part\_type\_page> of your <box\_type\_page> can be improved.

The <box\_part\_type\_page> is the reason I am writing this email.

Now don't get me wrong the <box\_part\_type\_page> is good but you know that perfection always acts "hard to get".

That is why I would happily provide a few perfected versions of the <box\_part\_type\_page> that will create a seamless experience that enriches the sales of your <box\_product>.

Also do not worry about it's all on the house.

Let me know if this is something you are interested in, and I will send the PDF as soon as you reply.

Best regards,

# V1

Hello <Name>,

I found your yoga studio on google maps while I was searching for a new gym to join, the name of your studio sounded cool so I thought I should take a peek at your website and social media.

I explored a bit and < I watched your promo video on hot yoga and was impressed by how it showcased your expertise and family-oriented approach to the practice. It left a great first impression on me.>

However, I noticed an area in your social media presence that can be improved. While your content is engaging and informative, there is an opportunity to better direct leads to your website for increased visibility and getting more clients.

Your dedication to <niche> is truly inspiring, and it's evident that you have a sincere desire to assist others in enhancing their skills.

That is why I would be happy to provide a free PDF on optimizing your social media strategy to attract more people to your website.

By tailoring your Instagram posts to your brand, we can create a seamless experience that (drives) get's you more clients.

Let me know if this is something you are interested in, and I will send the PDF as soon as you reply.

Best regards,

“Signature”