

Day-11 Agoge Misson: Creativity

Problem: I need to improve my outreach messages

Outreach message 1:

Quick offer for you. I help businesses in the wealth niche get more clients. If you are interested I would like to do a project for you, completely free. If you hate it, you lose no time or money. But if you like what you see we can talk about future projects and getting you more clients and money.

Outreach message 2:

I help businesses in the wealth niche get more clients. While on your website I had 4 ideas for quick changes to your landing page that could increase your conversion rates. If that is of interest to you, shoot me a quick email, I would love to connect with you.

Outreach message 3:

While I was on your website I had six ideas for simple design changes that could help you land more clients. If you are interested, shoot me an email and I would love to send them over.

Outreach message 4:

I am a digital marketer at Movere Writing. While on your website I stumbled upon 6 minor changes that could help you get a better conversion rate. If you are free in the next couple of days we could hop on a call and I could walk you through them.

"I got some quick improvements, but they're not even close to my favorite one"

Follow up 1: 1 day after

Hope it's alright that I'm sending you a short follow-up. :) Any interest in seeing the 4 ideas to increase your conversion rate?

Follow up + walk away: 3 days after

Hi, One other thought for you.

We have a couple of Virtual Assistants with skills in graphic design and social media who are available right now. Would you be interested in learning more about them?

Happy to drop you an email with their bios, hourly rates, etc. Thanks. P.S. If you're not interested in this, I promise I won't reach out again. No worries! :)

I saw that you teach people new skills in your business. I'm contacting you because you do a great job and I thought we might exchange some value.

Now. I don't want to nag you.

But IF you want to create a system that turns attention into crisp wads of cash.

A random person into a loyal customer.

A funnel that helps you...

- Increase sales
- Improves conversion rates
- Frees up space in your calendar
- Puts extra change in your pocket

And never have to worry about where your next client will come from...

Then respond to this email and I'll give you more details.

Let's talk when you're free.

Realist and Critic Process:

First I tried being a dreamer and just spit out a bunch of ideas and thoughts. Next, I tried being a realist, I knew that my message had to be short, straight to the point, inspire curiosity, and offer something they need. Last I played the critic, and highlighted, and rearranged sentences I didn't like. I repeated the whole process with the sentences I didn't like until I was satisfied with the result.