

Outreach template

What are their desires/frustrations:

being listed on the top 11 mma gyms and still not having many followers to drive to their website

Identify the specific part of the funnel they are missing or could improve to definitely achieve their desire:

Short form instagram content that really catches attention

What is the objective of the message:

To give cortex mma some practical solutions to their problem and initiate conversation

SL: Hey Cortex MMA,

I wanted to say I noticed

they create videos that not only teach self defense, but showcase what and what not to do in a street fight, touching on their target markets pains and desires

it seems to be working super well for them as they have over 100,000 followers on instagram.

If you were to integrate that same formula but make the posts more captivating to your audience,

Using some attention-grabbing headlines and entertaining video scripts, that allign with what your target market wants

Im sure we could ensure more traffic goes from the instagram scroll feed,

straight to your website and into your funnel which is already quite well designed!

Im sure the amount of members in your gym and your annual revenue would increase significantly in a before the end of the year

Let me know if you want to talk about how you can get more traffic pumping through your page, this year and the next

as soon as possible as my schedule is getting quite full and i'd love to help you out unlocking your true potential

kind regards and let me know.

Flynn - Osomanski