

Outreach

First message: Hey. (I need a better opening...)

After response:

Hello, firstly, my name is Omar and I am a digital marketer and copywriter.

Basically, I stumbled upon your website while I was searching for a healthy and sugar-free energy drink, and not to be rude, but I found many visual and textual flaws that could really be improved.

The website's design and format makes it feel like you're just throwing a bunch of information at the reader.

Another issue that might cost you a lot is the writing. As I mentioned earlier, I found your website while searching for healthy energy drinks, and to somebody who just discovered your business, it didn't sound too catchy.

It's good to tell the reader what your drinks are made of, but it's also important to give them reasons on a more personal level.

These are all issues that I am able to fix and possibly multiply your conversion rate.

If you want your business to stay how it is and be unable to reach the top business in your niche, then simply ignore this message.

Otherwise, respond and hopefully we can arrange a call in the future to further discuss this.

With regards,
Omar.

Outreach with changes from comments + ChatGPT comments:

Hello, my name is Omar and I am a digital marketer and copywriter.

Basically, I stumbled upon your website while I was searching for a healthy and sugar-free energy drink, and I really admire the layout and imagery, but I've found 3 titles we could improve to resonate more with the reader, and 5 sections (ex. "Favorites") that can multiply user interest if upgraded.

Your website's content is informative, but needs to be more appealing and enjoyable to read. It's great that your website is already well positioned on Google, we just need to improve the product writing to make it more appealing for new visitors and increase conversions.

I've got great ideas that, if applied, can significantly boost your performance.

Interested in discussing this further? Your business has great potential, and I'd love to help.

Looking forward to your response.

With regards,
Omar.