

Outreach V1 - @nfte

SL: My two cents..

Hey hey Marisa, hope you're keeping well.

Just wanted to share my thanks for the recent video you uploaded that was focused on water fasting.

You actually covered most of the key points in a concise and effective way, whilst answering the questions I had in regards to the pros and cons.

I was actually super intrigued by your content and took a look at your website and decided to sign up for your email list. I really enjoyed how friendly your website felt and that I was never "pushed" to buy anything or sign up for a course.

There was however, a slight problem.

I waited a minute after signing up and didn't receive an email. At first I thought it was an error on my end, so I double checked everything and realized that your email was sent straight into the promotions tab.

I just wanted to give you a heads up, as roughly 20% of Gmail users don't even check the promotions tab and the actual open rate of those emails is 19%. This means you might have some potential clients spending their money at competitors instead of your own website.

I've actually got my own little system I use to get emails out of Promotions and into the eyes of the masses with little effort.

If you'd like some pointers, send me a message back.

Until then,

Brandon Smith