

## Niche

Transformation Challenges/ Body Transformation Programs: Transformation challenges are popular in the bodybuilding community, where individuals undergo a dedicated training and nutrition program to achieve significant physical transformations within a specific time frame.

## Client: Michael Smith

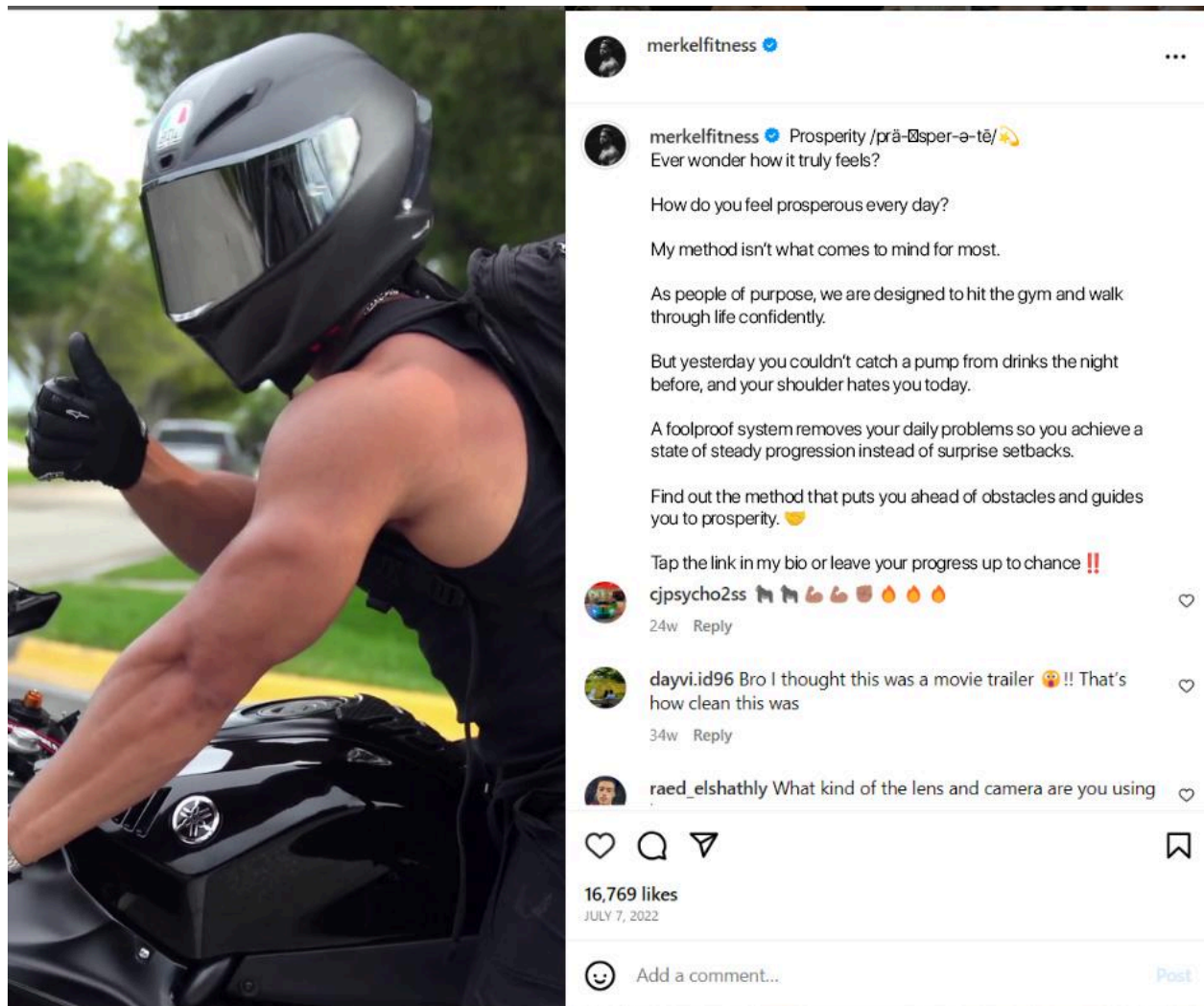
### Plan

What does he want: Drive more traffic and get more leads and convert those leads to sign-ups  
How am I going to do this: Instagram funnel to email opt-in lead magnet and email sequence eventually

Compliment: Clean aesthetic and versatile content

Free value: edited Insta post with a proposed copy

### DIC Insta Free Value



Prosperity /pră-ˈsper-ə-tē/ 🌟

Ever wonder how it truly feels?

How do you feel prosperous every day?

My method isn't what comes to mind for most.

As people of purpose, we are designed to hit the gym and walk through life confidently.

But yesterday you couldn't catch a pump from drinks the night before, and your shoulder hates you today.

A foolproof system removes your daily problems so you achieve a state of steady progression instead of surprise setbacks.

Find out the method that puts you ahead of obstacles and guides you to prosperity. 🙏

Tap the link in my bio or leave your progress up to chance!!

### **Outreach email**

SL: The secret to SKYROCKETING "Just Keep Going" sign-ups

Hey Michael,

I hope you had a great training session today.

I'm reaching out because I believe that we share a common goal of helping people.

The brand you've built has helped many achieve incredible transformations.

With that being said...

I have some ideas that may allow you to help so many more.

I help businesses like yours to grow and thrive.

When looking for prospects I came across your Instagram, and your clean aesthetic hooked me.

I really enjoyed the switch-up from your normal content on youtube with the most recent video on reviewing your old arm workout.

With versatility like this, it's time you get the increase in business you're headed for.

I saw you don't have any funnels to drive traffic from your socials and get leads.

This is key to building customers' interest in your brand so they sign up for your app.

I've gone ahead and created the first part of an Instagram lead funnel styled so you can see exactly how it fits on your page.

Dive into the post, and explore its potential. Remember, I'm just a click away. If it resonates with you, drop me a line.

Talk soon,  
Jacob

P.S. - If this doesn't click with your vision, no sweat. Just know, the offer stands.  
Hit reply whenever you're looking to enhance your marketing strategy.

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