

Sarah Guthrie 24th or Mar

Hello Sarah,

The price depends on each project I do for a client and how much I am expected to increase their revenue.

Based on what I've seen from other successful therapy businesses, I have ideas about rewriting your website, growing an Instagram account, and running ads.

But I need to know more about your business to construct a detailed plan.

We can have a business call in the next couple of days to see what I can do for you.

If you are interested then let's do this. Let me know.

Sincerely,
Osama.

P.S.: Yes, I do provide SEO services. It's one of the steps we should take.

Hello Abby,

I found your website through the link in your Instagram bio.

I saw that you are accepting more clients. I have 3 ideas to help you get that.

1. You can rewrite your website to focus on intriguing the visitors with a compelling offer.
2. You can run meta ads to attract more eyes to your business and grow your audience.

With that, you can get more people to visit your website to book your services.

I have more ideas for a newsletter and a lead magnet. If this is something you are interested in, let me know and we can discuss the details.

Sincerely,
Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: I loved the quote in your latest post, "You are not the questions, you are the answers."

Cold customized email outreach 3:

Hello Jasmine,

I saw your Therapy for Black Girls profile through the link in your Instagram bio.

I help therapists attract more clients and make more money through effective marketing.

Your business is in a good position. Here are 2 things you can do to grow more:

1. You can have your own website and attract clients directly to you, not to your profile on a bigger platform.
2. You can run Meta ads to attract eyes to your new profile and even build a bigger audience.

There are even more things you can do to make your business print money. A lead magnet, a newsletter, and more.

If this is something you are interested in, reply to me with an email and we can discuss the details.

Sincerely,

Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: The picture you have there with the big sign, I just loved it. It's powerful and also gave me a laugh.

Cold customized email outreach 4:

Hello Christine,

I reached your website through the link in your Instagram bio.

I help therapists attract more clients and make more money through effective marketing.

Your business is in a good position. Here are 2 things you can do to grow more:

1. You can rewrite your website to focus on intriguing the visitors with more compelling offers.
2. You can run Meta ads to attract eyes to your renewed website and even build a bigger audience.

There are even more things you can do to make your business print money. A lead magnet, a newsletter, and more.

If this is something you are interested in, reply to me with an email and we can discuss the details.

Sincerely,

Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: I loved the quote from an unknown author on your website. The one that says life is all about balance. Was somehow reassuring.

Cold customized email outreach 5:

Hello Jimena,

I reached your website through the link in your Instagram bio.

I help therapists attract more clients and make more money through effective marketing.

Your business is in a good position. Here are 2 things I see you can do to grow more:

1. You can rewrite your website to focus on intriguing the visitors with more compelling offers.
2. You can run Meta ads to attract eyes to your renewed website and even build a bigger audience.

There are even more things you can do to make your business print money. A lead magnet, a newsletter, and more.

If this is something you are interested in, reply to me with an email and we can discuss the details.

Sincerely,

Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: I loved the meaning of the word "Alma" and its Latin root. I see why you chose it as the name of your brand.

Cold customized email outreach 6:

Hello Allison,

I reached your website through the link in your Instagram bio.

I help therapists attract more clients and make more money through effective marketing.

Your business is in a good position. Here are 2 things I see you can do to grow more:

1. You can rewrite your website to focus on intriguing the visitors with more compelling offers.
2. You can run Meta ads to attract eyes to your renewed website and even build a bigger audience.

You can do more things to make your business print money, like a lead magnet or a newsletter.

If increasing your income is something you are interested in, reply to me with an email and we can discuss the details.

Sincerely,

Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: In the description of your latest post you thanked your clients for allowing you to be part of their healing journey. I so loved that. Therapists are beautiful people.

Cold customized email outreach 7:

Hello Alicia,

I reached your website through the link in your Instagram bio.

I help therapists attract more clients and make more money through effective marketing.

Your business is in a good position. Here are 2 things I see you can do to grow more:

1. You can rewrite your website to focus on intriguing the visitors with more compelling offers.

2. You can run Meta ads targeting California and Florida to attract online clients to your renewed website and also build a bigger audience.

You can do more things to make your business print money, like a lead magnet or a newsletter.

If increasing your income is something you are interested in, reply to me with an email and we can discuss the details.

Sincerely,

Osama Ghanem of Ghanem-Writer.

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: I loved the quote you said on your website that goes: “You are just one thought, one movement, or one conversation away from living a vibrant life.” Sometimes we really are one step away from our goal but need a helping hand to reach it.

Cold customized email outreach 8:

Hello Christine,

I have 2 ideas that will help you get more people to sign up for your meditation workshop in April with Dr.Maggie.

You have been dropping posts about it since February, If it hasn't been working, it could be because of 2 things:

1. Not enough people see the ads and the webpage.
2. People look at the price and fail to see the benefits they will get.

I have a plan that will get many people to know about the workshop and convert many of them into interested customers. And no, you Don't have to lower the price.

This will help make this event massively successful, let me know if you are interested and I will tell you my plan to make that happen.

Sincerely,
Osama Ghanem - Ghanem Writer

[Visit my website to learn more](#)
[My Instagram Account](#)

P.S.: I love the name "Anchored Hope". It's so hopeful and reassuring and at the same time, so strong. I genuinely like it.

This is definitely better than the first draft. Try to make it tighter and omit needless words.

Reply to Tasha.

I'll tell you what, Tasha, I'll show you that not being able to afford it isn't a problem at all.

Partly because I respect what you do, and partly because you and I are in the same situation.

I am also a fresh marketer proving myself in the space, aiming to help businesses grow.

And you are in the first stages of your private practice.

So my offer to you is the following:

I will help you get your practice a head start. I will set up your website, links, and services professionally to attract paying clients.

I will do all the work with the web developer on my team and update you regularly. You just focus on taking clients on.

Pay me after the job is done. And only a small percentage of the money I generate for you.


This way, price is not a problem. If I don't make you money, pay me nothing.

Let me know if you are interested.

Sincerely,
Osama.

P.S.: I see the passion for making this work in your words on Instagram and I can match it. If the system won't give you what you want, make your own system.

P.P.S.: Here is some of my work in writing websites that sell.

 Sample of What My Work Looks Like

Current cold email template:

Hello Marissa,

I found your practice while looking for therapists on Instagram.

I help therapists attract more clients through effective marketing.

Let me know if that is something currently on your radar and we can discuss how I can help you.

Sincerely,

Osama Ghanem

[Visit my website to learn more](#)

[My Instagram Account](#)

P.S.: I loved your reel where you said: "Taking care of yourself is part of being there for others." It's something I try to implement to be there for my loved ones.

Hillary, your story of how you found yourself and started your business stood out to me. I admire such a fight for oneself and I follow that path myself.

Follow up with an offer to Catherine Mills:

Dr. Catherine, your master class is a 1000\$ in price. If I can help you get 3 more clients to buy it each month, that's easily an extra 3K a month in your pocket.

I have ideas about rewriting parts of the sales page of the course and running some Instagram ads. Pay me nothing until you see satisfying results.

Let me know if you are interested and we can discuss details. Also, Happy Birthday to you.

Follow up with Brittany:

If we added more engaging features to the website and ran some ads, we would attract hundreds of people to the community within 2 to 3 weeks.

If you are still interested, let's hop on a call to see if we can make this work.

Hello Crystal,

I am aware of the number of amateur marketers out there who don't deliver on their promises. You have had disappointing experiences with them and that sets the bar a little higher for me, Haha. But it's all good, I'm always up for a challenge.

So to cut to the chase, here are the answers to your 3 questions:

1. I offer to help you get more clients. I'm talking more calls, more sessions, more money.

I believe your current main focus is getting clients because you say you are accepting new clients in your Instagram bio. Also if you didn't want more clients you probably wouldn't have replied to my emails at all.

2. I intend to do that through 2 main things:

- a. Instagram ads.
- b. Website rewriting.

Unfortunately, you don't have enough organic traffic on Instagram to get you as many clients as you want. Growing an Instagram account takes a couple of months at least, and it is not my top skill. I don't want to offer something I am not very good at. So paid Instagram ads are the way to get clients within approximately 2 weeks. I intend to make them highly focused on your area, directed to your ideal clients (stressed and burnt-out high achievers), and containing an intriguing offer. The offer can be a discount, a free first session, a free meditation session, or anything compelling to your ideal client.

The ads aim to direct traffic to your website where we will sell to them, and here comes the website rewriting part. I will prepare the website to host interested potential clients and turn them into paying customers. I will probably add a whole new page about the offer we have in the ads. We will need the web developer on my team to handle that part.

3. Paid ads will cost you a little bit of money as I said. I can't tell you how much until I create them, but will be about 100\$ – 150\$ to run ads for about 2 weeks.

As for my payment, I can't give a rigid price. And that's because I don't know if we will go with this plan or not. This is a plan I came up with while looking at your business from the outside. It's simply my best estimation. I can't know your situation for sure unless I hear it from you. When I do, I will come up with a more vivid plan. I also want to set a price that makes sense for you so we both are happy to work together.

If you are interested, how about we have a quick call one of these days to discuss the details and see if we can make this work? Let me know if you're up for it.

