

## Pick Market - Outreach email to fitness influencers with bad captions:

### Avatar

1. **Name, age face**
2. **Background and mini life history**
3. **Day-in-the-life**
4. **Values**
5. **Outside forces**

1. Jorge , 27 years old, shredded with large upper body physique, he has a goatee, a strong jawline
2. 2X CrossFit games athlete, Fitness Team 2022 Bronze
3. Wakes up early (properly around 8.am) and hits a workout. By 9.am he's helping his clients on his online coaching, giving them call of abuse to improve to get diced and muscular
4. Strong work ethic. (An assumption which is properly terrible, but he most likely believes in reciprocation of energy, trades money for all his life lessons)
5. Works out, needs to eat to maintain a large amount of calories to maintain muscle. Needs to have good endurance, so he most likely runs either in the morning or evenings. Then he works on his online business ventures which can take hours and he is too busy to grow it organically.

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### Current State

#### Pains (and WHY is it so painful?):

**Stress and anxiety** - he fears of losing progress, he works hard everyday so he's hyper aware of his time.

**Physical and mental exhaustion** - pushes himself very hard which requires a shit ton of willpower. At the end of workouts he mostly typically spends long periods resting and doesn't want to entertain what he thinks is meaningless nonsense (brings him no return).

**Time imbalance** - with so much on his mind he finds himself plunging his day into constant activity. Working on overdrive. Makes relationships harder to maintain and doesn't have much enjoyment to himself.

Desires:

To grow his online coaching pool of clients organically without extra work, effort or time  
To

**Outreach Body:**

Hey <Given name>,

<compliment>

Once I saw your IG page in the <niche> fitness content, ideas choked my face red on some quick IG tactics you could use.

And as I found a pattern in competitors similar to you such as <> , who use it to attract more clients to their online coaching,

I realized you could also leverage it using captions to organically grow your <>.

It's underrated at packing more curiosity to offers, so that your followers would feel foolish if they don't see it for themselves.

Do you think we should test it together and replicate their success?

I've sent you the part of IG caption tactic under my signature.

Let me know if you want to learn more about them and we can discuss it further.

Talk Soon,

Ayhamm

Here's your captions you could test out for yourself:

<Input FV>

Note to self:

- Maybe add some humour.
- Tweaking the opening