

Quick analysis: only sells one course for 500\$ on stan.store, has a newsletter with 2 free lead magnets, the second one is not even connected to dating, instead gives you a fitness plan??? Emails are SUPER long and salesy, I don't know how long it's been since the last time I could say this, but this guy NEEDS email marketing.

SL: Your turn...  
Hey James,

I can see you're using email campaigns to connect with your audience. Great work!

I believe that if you wrote those emails a bit shorter you could double your click-through rate and increase your conversions down the line.

If this is something that interests you, I could send you a shorter version of your first 3 emails in the campaign.

Hear from you soon,  
Signature

Hey Todd,

I see you're big on email newsletters. Been receiving your emails for a month now.

I think if you did them a bit differently you could increase your clicks and move them up the Value Ladder down the line.

Also what made a huge difference for me was a professional signature, so I took the time to scrap one for you. If this sounds good, hit me up!

Hey Kshitij,

I'm sure you were busy last time.

The doc is still waiting, no harm in using it as a quick pointer.

Also, I noticed you're big on email newsletters. I think a slight change in the welcoming sequence would increase clicks, and ultimately sales.

If this isn't wasting your time, let me know.