

Outreach is below this research

- Seeking a new client in the education/tuition service niche to work with
- boost their conversion rate on their website
- Help redesign their website to make it look more professional and clean

WHO AM I TALKING TO?

-Talking to business owners of Pillai Tutors make sure not salesy look as if you are going to provide actual value for their business and worth their time, desire results and professionalism

• WHERE ARE THEY NOW?

-Current state: afraid of their business plateauing, or declining. Not growing their business and getting more money. Afraid they can't keep up with the current marketing trends.

-Angry that their business isn't converting at a higher rate and their online marketing isn't successful, low followers

- Embarrassed that other tuition centers are doing well online with high followers and good websites and they don't. They feel embarrassed, clueless and lost in the world of online marketing.

Dream state: They would have lots of students coming weekly for all their courses and wouldn't have to worry about attention online. Professional website. More leads and customers

-More money, less effort with things running smoothly

Awareness: PROBLEM AWARE

Sophistication: STAGE 4-position your version on the mechanism as better or more unique.

Trust: They don't trust us at all as we are outreaching to them we need to build a lot of trust so they they are convinced we can provide them results(Proof of results)

Perceived Value: High perceived value for them to reply to this outreach

WHERE DO I WANT THEM TO GO?

I want them to reply to the email with the intent of finding out more about our service, seeing if our free value is good enough and that they can go forward with it. Low cost threshold, a medium to high trust threshold, the certainty threshold is high too. They must have a high level of desire.

STEPS NEED TO GO FROM WHERE THEY'RE NOW TO WHERE I WANT THEM TO GO?

Get their attention using specific words tailored to them and so they see it as an opportunity.

Bring down cost by saying to it free and bring up desire by saying their possible benefits. Bring up trust by using top players previously successful formats

Don't be too salesy- talk like a real human

Use a format from outreach examples

OUTREACH

SL: More students through Manju's website.

Hi Manjusha,

Saw how one of your students got 421 out of 423 marks on their Kent entrance exam! It shows how effective your teaching methods are at making sure your students get the results they want.

Your website looks very professional and I have 3 ideas to improve its formatting, to make it even more eye-catching and presentable for parents and make them more likely to enroll their child.

I've made you a free redesign of your home page with these changes.

If you're interested, reply saying you want to see the free redesign and I'll send it over.

Sincerely,
Abdul Malik

