

Hello (name),

I found your YouTube channel after searching around for dieting advice. I appreciated your recent video on your (weight loss plan). I see that you made easy-to-understand recipes to help the main viewers of your channel. A part that stood out to me is when you talked about what to eat as a mid-morning snack and how lassi is great for cooling your system.

From there I found your Instagram and your website where I noticed something.

I have heard from some places on the internet something called "the lead funnel" technique. It is very effective for driving people from social media to a website and it could be helpful in your case.

I wrote together two different Instagram captions based on this. They are each in two different styles.

The first one makes them want to buy your product and the second one makes them interested enough to drive them to your website.

I have pasted them below in this email, let me know what you think of them.

(Signature)

Follow up 1:

Hello (name),

Just bumping this in case it got buried

(Signature)

Follow up 2:

Hi (name),

It's fine if you are not interested in what I have written. Just let me know.

(Signature)