

Subject line: Be the best in the Calisthenics niche!

Hey [name]!

You made a very interesting point about the main pulling muscle in one of your latest videos. The public opinion about it is that the lats are the main pulling muscle but you refuted that by giving a great example of mountain climbers.

After doing further research on your brand, I've noticed that it has a newsletter but it's not active. Having an active newsletter would have amazing benefits for you as it allows you to have a better connection with your audience by giving them regular updates on your brand, like new products or upcoming sales.

I thought about it for a while and came up with a solution that will bring your newsletter back to life in a short period, with the use of a very persuasive method. In it, you will make their mind to buy your courses.

I pasted my idea right below.

Curious about what else I have in mind?

I suggest we do a quick zoom call later this week.  
Are you free on Friday at 19:00?

See you soon,  
[my name]