

Context

Traver is the founder of a brand named “UNCivilized Men Movement” which sells programs for men on how to improve themselves and become a better man by ditching that nice guy mentality.

He also makes in-person brotherhood events.

By looking at his competitors I saw that only one of them has a free ebook offered in the opt-in page with a copy that’s decently written, so I thought that an improved opt-in page would be the best thing to offer him since he doesn’t offer anything to encourage people to opt-in.

This would also permit him to gain and edge over most of his competitors.

Outreach

SI: Traver don’t check this out

Hey Traver,

Your brotherhood makes the growth journey of “nice” guys and lone men easier, you’re transforming them into savages.

“Rising Man Movement” is using two proven steps on its opt-in page that you could use to flood your newsletter with new eager-to-consume subscribers.

You could implement them in less than a week.

Would you like to see a quick 45 second Loom video where I show you how to implement these steps to build a page so good visitors would feel stupid not opting in?

To your success,
Robert