

Goodlife email pitch

SL: Have you got a minute?

Hello Greg,

I hope this email finds you well. I wanted to start by expressing my admiration for the incredible success you and Goodlife Health Clubs have achieved in the Australian fitness industry since its inception in 2002. Your bold decision to open multiple franchises back then was a remarkable move that has earned my utmost respect.

Over the past two decades, Goodlife has undoubtedly worked tirelessly to become one of Australia's leading fitness chains. However, I've noticed an opportunity for even greater engagement and monetization, particularly in your social media presence.

Greg, one key aspect of your Instagram posts that I noticed was missing was the presence of specific call to actions (CTAs). CTAs can significantly enhance user engagement and click through rates and therefore your overall conversion rates. To help you make the most of your digital presence, I've compiled a list of specific CTAs that could be integrated into your existing and upcoming posts. I've attached these [here](#) free of charge.

If you're interested in discussing these suggestions or exploring other ideas to further enhance your digital strategy, please respond to this email with a simple "YES," and we can schedule a time to chat.

Thank you for considering my offer, and I look forward to the possibility of collaborating with Goodlife Health Clubs.

Best regards,

Tyler Higham
CEO of Higham Media