

SL: I love this, but...

Hello Jacob,

While browsing through the life-coach directory, I had **one specific criterion** in mind:

“Life coaches who focus on uncovering people’s own answers and insights rather than giving advice.”

Ding! Ding! Ding! **You matched it.**

Therefore, I decided to review your online presence, identify improvement areas, and email you about them afterward. (Yeah, I've just told you my strategy, whatever)

Jacob, **let me tell you.**

Your branding is on point!

- It is clean
- The information is easily accessible
- No unnecessary fluff

There's absolutely no reason to **NOT** advance in marketing your services.

I have the perfect idea for a strategy you can implement right away.

Some of your competitors are already using it, however, it is not as good as it should be.

I'm talking about **a series of seven emails** that will be sent consecutively over the course of one week to new subscribers of your newsletter.

This will EASILY convert more cold visitors into warm leads, or may I dare to say, buyers?

Even better,

To get you started I'll make the first email for you.

You can use it, no obligation.

With energy,

Julian