

How to supercharge your lead generation!

Hey Thomas, 🙌

I looked at Just For Pets' social media and it's lacking in some places.

Comparing you to a top player in the industry like Pedigree or Whiskas,

You aren't using your socials at their fullest:

- You **haven't put up testimonials** on your Instagram to remove potential customer's objections
- You **aren't posting on Twitter**. Use the potential for gaining new customers.

How can fixing these things benefit you?

- Testimonials are the best marketing, social proof will always give that slight nudge to unsure people.

- You already have a good Twitter following, maintaining that and posting regular updates can bring new people over to the brand, the newsletter, and eventually to a **new purchase**. 💰

The **top players** already do this. They have put up testimonials and they have good, engaging Twitter profiles.

(Which I have studied a lot by now.)

So, I would like to help you to follow in their footsteps to greatness.

Let me write tweets for you for some time, for free so you can see what the results are like.

I can perfectly capture your brand's message

AND

Using the **top players' approach**, you can expect results without doing any of the hard work.

I've written some product promo tweet examples for you to take a look at. (below)

Let me know what you think!

P.S. I really think this can work for you, I'm easy to work with and I guarantee I will work until you're satisfied.

Best regards,

-name-

Contact Information:

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FV:

🐾 "Try out our nourishing dog & cat food, treats, and comforts crafted to enhance their lives. Our pets make us better people, so they deserve the best. Join our community of pet enthusiasts committed to providing the best care. 🐶🐱 #JustForPets #PetWellness"

🐶 "We understand your commitment to quality pet care. Our selection of premium dog and cat food, along with thoughtful accessories, reflects our dedication to your furry companions. Show them the same love they show you. 🐶🐾 #PetCareMatters #JustForPets"

🐱 "When pets come first, magic happens! ✨🐾 Join the #JFPclan for expert advice, sustainable solutions, and a sprinkle of love for your furry companions. Because every wag and purr is a celebration of joy. 🐶❤️🐱 #PetMagic #FurryFamily"

🛒 "Brighten your pet's life journey. From nourishing sustenance to well-crafted comforts, our offerings resonate with our core values of integrity, quality, and holistic pet wellness. 🐾🛒 #PetEnrichment #JustForPets"

🎁 "Join the Just for Pets community, where every choice is a reflection of your devotion to your pet's health and happiness. Indulge your fur baby with our gourmet treats and cozy comforts, lovingly designed for a tail-wagging good time. 🐶🐱 #PetDevotion #JustForPets"

Hello Brian

So far your brand's presence is pretty good,

I compared Natural Balance to top players like Pedigree and Whiskas and I noticed...

Your opt-in for the newsletter could be more intriguing for people to click on.
I can guide you in the right direction to follow the top players' approach.

The more people you can get on your newsletter, the more active and loyal customers you will have.

I'm willing to do this in detail for only \$20.

As a gift freebie, here's also an email for your welcome sequence, if you like it feel free to use it.

It can be a discovery project for both of us to learn about one another.

If you like the results you get, we can do much more.

I have tons of other ideas I would love to talk to you about.

Let me know what you think.

P.S. I really think this can work for you, so take it into account. There's nothing that you can lose by trying.