

COLD OUTREACH

SUBJECT LINE: This will keep your customers attached

Hey Daniel,

While looking for a calisthenics coach with whom I could reach a hand by presenting my method of keeping customers attached, I came across your website and I liked the way you kept it as simple as possible by not having too many colors and categories, but at the same time high-quality as it still provides great information.

I noticed a massive potential in your website and especially in your planche ebook as a lot of people are getting into calisthenics recently, especially at home. That's the reason why I see this as a great opportunity to give you a hand, as it is my passion to help fitness coaches avoid common mistakes.

There is a method called "FFE" which focuses on catching new customers and also retaining them until they decide to test out your ebook.

Below, you can see what I already had in mind for you, so you can decide if it suits your requirements. I've attached what I had in mind below, if you like it, I'd like to have a quick chat on how to implement it further.

If not, no worries.

Have a good one!

- Hamza