

Prospect:

Online strength training coach, with a decent social media following around 50 - 70k on IG and twitter.

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Hey Francis,

I've been following you on IG and Twitter for the last 3 weeks. Congratulations on your wedding.

Your twitter threads are brutally honest about diet and training, and they made me check your website and programs the other day.

From what I saw in the testimonials, your program looks very effective and beneficial.

What actually made me send this DM, was the landing page on your website.

The landing page is often the first interaction potential clients have with your brand.

Which can be most effective to grab attention, build trust and persuade them to take action, when crafted professionally.

Leveraging that to establish your program as the solution to their problems which in your case is getting strong and jacked.

I noticed the potential your website had for improvement and increasing your conversions.

Since I learned a lot from your fitness content, I wanted to make a few sample drafts for your landing page.

Making it more persuasive and specific all by considering the features, benefits and values your program has to offer.

I will put a link to one of the drafts below:

[Link to the FV landing Page](#)

Let me know your thoughts in the DMs.

It still has a lot of potential to be improved, since I have not had a conversation with you personally to learn more about the details of your program.

I am pretty sure a 10 minute zoom call would be a great opportunity to learn about your business, goals and values.

To make the most effective and persuasive landing page, by grabbing the potential client's attention and leading them all the way to get the program.

Also, there are some ideas that I would like to share with you for increasing your website conversions and traffic.

Only if you wanted to.

I am looking forward to our future collaborations.