

Hey Caolan,

I know you are probably busy training in the gym or preparing for your show, but *I thought it would be wrong if I didn't bring this up.*

While browsing through your website, I realised something vital is lacking in your newsletter...

It took me longer to find the newsletter than it should have. It should be on the viewer's screen, and the viewer should WANT to join it, giving out a 10% discount simply doesn't trigger the user to want to join the newsletter.

Here is a trick that every big fitness company (Brad Schoenfeld, Noel Deyzel Academy and Shaun Stafford) use to make people beg to join their newsletters.

Below I have attached a free 'Fitness for beginners' Ebook written by me, Try adding a sub-screen when the viewers open the website saying 'Sign up to my newsletter and receive this free E-book!'

<https://docs.google.com/document/d/10zlosKCfIUfBd5Rfla5Wq7h2PZGHLfVdBrSNeoF9P5E/edit?usp=sharing>

There are a few other things I noticed that could be significantly affecting your profits. Hopefully, we could discuss them over a Zoom call sometime, and I would love to assist you with these and bring us both to the top!

Feel free to reach me at gadersufyan@yahoo.com or connect with me on LinkedIn. (<https://www.linkedin.com/in/qader-sufyan-038297282/>).

Best regards,

Qader Sufyan

THERE'S A SECOND VERSION ON THE SECOND PAGE

PLEASE SAY WHICH ONE IS BETTER TOO

SL: Caolan Fitness: Transform Your Game Plan Today!

Hello Caolan,

I hope this email finds you well in the midst of your training and preparations for your show. As a fellow fitness enthusiast and marketer, I'm impressed by your dedication to TikTok as I remember when you were a small creator giving out small diet/fitness tips.

I see a fantastic opportunity to engage your audience even better. Adding a sub-screen inviting visitors to join your newsletter and receive a valuable 'Fitness for Beginners' Ebook can boost sign-ups.

Are you in, or are you out?

Best regards,
Qader Sufyan
(Digital Marketer)
qadersufyan@yahoo.com
LinkedIn: <https://www.linkedin.com/in/qader-sufyan-038297282/>

PS - I've also identified other improvement opportunities your competitors are doing that helps them gain a flood of visitors.

**REMEMBER TO SAY WHICH ONE IS
BETTER**