

First Outreach Model:

Hey Jeremy,

I hope you are doing well!

I was watching YouTube and stumbled over your last video in which you try dropshipping with no money,

The title is eye-catching, making the audience want to discover the secret of starting dropshipping with zero money.

After looking at other content you post, I found your free online course.

I assume you are using it as a lead funnel for your book, but in my opinion, giving it away for free is not a good idea.

To convert it into a paid program, we need to use the free trial method,

We will give for free only the "Start Here" section so they will get a little preview of the type of content they will get.

Then we will create a funnel for your course that generates leads (free ebooks, training, discovery calls).

After they opt in for the free things, we will start creating a bridge of trust between them and your brand by giving more free value through a compelling and engaging series of emails that will make them take action.

So, if you're interested, I'd love to chat more and see how we can work together to make your brand shine even brighter.

I am looking forward to hearing from you!

Best Regards,
Dennis

Second Outreach Model:

Hey Wes,

How are you doing? I watched your last video, and I can tell that you are a very hard-working person. The fact that you want to help your audience as much as possible makes me very interested in looking more at your content.

While reading the description, I discovered your free online video training about automated clients-on-demand website blueprints for service businesses. After some research, I came

up with an idea to improve your opt-in page by adding more curiosity, metaphors, and a friendly tone to intrigue the reader and make them take action. I will attach it to this email.

I would really like to know what you think about my idea, so don't hesitate to reply!

Best Wishes,
Dennis

My version of the opt-in page 📎
(Docs link)

Follow up email:

Hey (name),

How is it going?

I saw that you opened my email,

And I thought that maybe you were too busy to reply,

So would you be interested in discussing these ideas further and exploring how we can improve your business together? Don't hesitate to reply!

Warm Regards,
Dennis