

Original

SL: Even a cheerleader needs cheerleading ✨ (•̀•́) ✨

Hi Amy,

I appreciate how you're going against the dangerous fitness narrative of pushing yourself to complete failure. Getting 500 people to join your athletic club in the first 4 months is a testament to others agreeing with your approach. It's really impressive!

Shifting the mindset around fitness is a great mission and I'd like to do my part by suggesting an idea that all the top players (like Kayla Itsines, Tammy Hembrow, and Emily Skye) use on their websites to boost their conversion rate and get more people subscribing to their programs.

Your website is already working wonders, and adding these small, yet effective, changes (such as fascination bullets and rapport-building messaging) will boost your conversion rate even more in as little as a week (and who wouldn't want that?).

In fact, I've already applied these winning changes for you and attached them in the Canva link below:

https://www.canva.com/design/DAFnuz1Z2ME/eHfkZUcNsAhqYWRIV0E5Sg/edit?utm_content=DAFnuz1Z2ME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

I can't wait to hear the results you get from adding tools like my simple attention-grabbing accents and imagery. Helping another person always brings a smile to my face.

If collecting and converting more leads sounds interesting to you, how about we book a short 15-minute call to discuss some of my other ideas and if they're a good fit for you?

Does July 7th at 5 pm work for you?

-Shiv

P.S. If you're not a Canva fan, I can send you a PDF or a google doc version of it as well.

P.P.S. If you're curious about why I did any of my changes, don't hesitate to reach out and ask!