

Email cold outreach for a personal trainer

**SL: What I noticed on your landing page...**

Hi \_\_\_\_.

Lately, I have been looking on Instagram for new businesses to partner with, and yours especially caught my attention.

I think it's great how you inspire women to become and feel at their best – Clearly many women are benefiting from you.

I snug my way onto your website and almost immediately noticed an opportunity on your landing page that would benefit your sales greatly if implemented.

It's basically playing more on the customer's desire/pain. This way your copy will be more targeted and narrowed down so only the best customers will buy from you.

So, to close this email here's my version of your landing page:

**\*ATTACHMENT OF LANDING PAGE\***

Cheers,

Marcell