

Email outreach

1. Rough draft

Hi [Name],

I hope you're doing well!

I was looking at your social media and website and noticed a few simple tweaks that could help you attract more clients.

Have you ever considered how strategic copy improvements could drive even more growth for your business?

I'd love to chat and share a few ideas that could make a real impact. If you're open to it, how about a quick Zoom call this week to discuss further?

Looking forward to your thoughts!

Best Regards,
Meet Patel.

2. First Draft

Subject: Boost Your Memberships with a Winning Content Strategy

Hi EoS Fitness Gym Team,

I recently explored your social media and website, and I was genuinely impressed by your brand presentation. Your Instagram reel featuring a member's glute and hamstring workout is particularly eye-catching!

However, I noticed that your Instagram engagement is lower than it could be, and there's a key opportunity to turn this around.

Social media is essential for generating leads, but it's the strategic approach that transforms these leads into loyal members.

With optimized, high-quality content, appropriate captions, targeted CTAs and effective hashtags, you could convert even more leads into paying members.

This is where my expertise can make a real difference. As a copywriter with a focus on fitness brands, I specialize in creating content that not only captures attention but also drives action.

I'd love to help you revamp your content strategy and unlock greater success.

How about a quick Zoom call this week to discuss how we can achieve this?

Looking forward to your response,

Meet Patel.

3. Second draft

Subject - Boost Engagement and Sales for Tone House with Expert Copywriting

Hi ModeGym Team,

I was checking out your website and social media and was really impressed by your Instagram reel on upper back exercises. It's great how it highlights the benefits of targeted exercises for boosting performance and building muscle.

Have you ever considered how strategic copy could take your engagement and sales to the next level?

To build on your current success, focusing on well-crafted content, precise captions, targeted CTAs, and effective hashtags can make a huge difference. These elements are key to driving engagement and turning viewers into clients.

I'd love to offer my copywriting and digital marketing expertise to help you reach these goals. Let's start with a little discovery project to show you the unique value I can bring as your copywriter.

Sounds interesting, doesn't it? Let's schedule a Zoom call this week to discuss it and plan our success journey together.

Looking forward to hearing from you,

Meet Patel

4. Third draft

Subject - Boost Engagement and Sales with Expert Copywriting

Hi [Recipient's Name],

I was looking through your website and social media, and your post/reel featuring/regarding/on ..[Topic].. really caught my attention/stood out to me.

Did you know that effective copy can significantly boost your engagement and sales?

It's not just about a single post or reel; it's about strategic content, precise captions, targeted CTAs, and effective hashtags that drive engagement and convert viewers into clients.

I'd love to craft compelling copy for your brand to boost your sales. To get started, we could kick off with a small discovery project to set things in motion.

So, what's a discovery project?

It sounds interesting, doesn't it? Let's schedule a Zoom call this week to dive into it and plan out your brand's path to success together.

Looking forward to your response,

Meet Patel

5. Email of third draft

Subject - Boost Engagement and Sales with Expert Copywriting

Hi Wicker Park Fitness team,

I was browsing through your website and social media, and your Insta reel featuring a personal training session really stood out to me. While it's a great start, there's a lot of potential to not only grow your online presence but also directly increase your sales.

Have you thought about how the right copy could help with that?

It's not just about a single post or reel; it's about strategic content, precise captions, targeted CTAs, and well-chosen hashtags that drive engagement and convert viewers into clients.

My goal is to help you achieve these results through tailored copy that aligns with your brand's vision.

I'd love to craft compelling copy for your brand to boost your sales. To get started, we could kick off with a small discovery project to set things in motion.

So, what's a discovery project?

It sounds interesting, doesn't it? Let's schedule a Zoom call this week to dive into it and plan out your brand's path to success together.

Looking forward to your response,

Meet Patel

6. 4th draft

Subject - Boost Engagement and Drive New Memberships at CrossTownFitness

Hi Quads Gym Team,

I was browsing your website and social media, and your Instagram reel featuring leg exercises. It really stood out because it effectively showed the exercises in action, making the workout both engaging and easy to follow.

While it's easy to grab attention online, the real challenge is converting that attention into new memberships and revenue.

That's where I come in – I specialize in crafting strategic copy that not only turns attention into sales but also attracts more of it, helping you grow your client base.

A well-crafted message can help you stand out in a crowded market and convert interest into action.

I'd love to work with you to create copy that drives results.

How about we schedule a quick Zoom call this week to plan out your brand's path to success together?

Looking forward to hear from you,

Meet Patel

7. 5th draft

Hi #1 Gym Team,

I was browsing your website and social media, and your Instagram posts featuring signing off with friends and getting 50% off is great, but the approach could have been more attractive. That's one of the things I can help you with i.e, getting more engagement..

But while engagement like that is important, turning it into memberships and revenue is the real challenge.

My approach is different because I tailor the messaging specifically to your gym's strengths—like your focus on powerlifting and personalized coaching—so you attract clients who are a perfect fit.

Without the right messaging, gyms often struggle to convert online engagement into loyal members. That's where I can help.

I'd love to work with you to create copy that drives results.

How about we schedule a quick Zoom call this week to discuss how we can move forward and build your brand's success?

Looking forward to hearing from you,

Meet Patel

8. 6th draft

Subject : Boost Engagement and Sales with Expert Copywriting

Hello Vasa Fitness Team,

I was browsing your website and social media, and your instagram reel showcasing the **Do's and Don'ts** of the chest press really caught my attention. It's a great way to get engagement.

However, there's a crucial element missing to turn that engagement into memberships and revenue: a **well-crafted, personalized, strategic copy**. Without it, the connection between your content and your audience doesn't fully translate into tangible results.

That's where I come in. I tailor copy specifically to your gym's strengths—like your focus on **strength and personalized training**—to attract clients who are a perfect fit.

I'd love to work with you to create copy that drives real results.

How about we schedule a quick **Zoom call** this week to discuss how we can move forward and **build your brand's success**?

Looking forward to hearing from you,

Meet Patel

9. Follow up email

Subject: Following Up on My Previous Email – Let's Connect

Hello Rippedphl Team,

I wanted to quickly follow up on my previous email about how strategic copy could help convert your gym's engagement into memberships and revenue. I know you're busy, but I truly believe this could help strengthen your brand and drive results.

If you're interested, I'd love to schedule a quick Zoom call to discuss how we can tailor copy to better connect with your audience and grow your gym's client base.

Looking forward to hearing from you.

Best regards,

Meet Patel

10. 7th draft

Subject: Boost Engagement and Sales with Expert Copywriting

Hello Underground Fitness Team,

I recently came across your Instagram posts showcasing your clients working out really stood out to me.

It led me to explore your website and social media, and while you're doing a great job driving engagement, there's an opportunity to turn that engagement into more memberships and revenue.

The key is having well-crafted, personalized copy that connects with your audience and motivates action.

By optimizing your website and social media content, I can help attract more clients and boost membership sign-ups.

How about we schedule a quick Zoom call this week to discuss how we can move forward and build your brand's success?

Looking forward to your response!

Best regards,

Meet Patel

11. Follow up email

Subject : Just Following Up – Let's Connect!

Hello Underground Fitness Team,

I wanted to follow up on my previous email regarding how strategic copy can help transform your gym's engagement into memberships and revenue. I understand that you have a lot on your plate, but I genuinely believe this could significantly strengthen your brand and drive tangible results.

If you're interested, I'd love to schedule a quick Zoom call to discuss tailored copy strategies that can better connect with your audience and grow your client base.

Looking forward to your response!

Best regards,

Meet Patel