

Pains

1. He wants to be the best, stand out among the elite fitness trainers, by the looks of it he has a good customer base 200-300k followers, so his competition is elite fitness trainers as well. He's trying to achieve the next level
2. His LTV customer value needs to increase so that his current customers can keep coming back for more. What can he do to increase his current customer' value?
3. He still wants more customers to enter so that he can be able to increase his customer base

Desires:

1. He is in an elite place where he stands out from the best trainers in fitness. He has become a one of a kind trainer
2. He is able to keep his customer and increase their value for his business thus earning more revenue from his loyal customers
3. He still has more customers coming and increasing his customer base which makes him able to get new people to purchase his products more

Email

Subject Line: Instagram Fix

Hey there Magnus,

Do you have a burning desire to be the best?

You're getting there! You have a lot of social proof with celebrities and many followers.

I watched your video titled "Beginner's Guide to Building Muscle," and you said that muscles grow when you're resting. Great way to inform people how things work!

As good as you are, I noticed areas where you can make improvements in your instagram posts.

On your Instagram page, the post with the lowest likes and views is the one where you introduce your YouTube videos.

These posts are vague because you only state the problem without teasing a solution. This approach needs to change.

I created an instagram video script that can give you my idea on how to get more attention.

Message me back if you want the video script, if not we're still cool

Sincerely,

Robyn