

Subject: Hi Helena,

Noticed you're working on attracting more women with your abundance toolkit, and I thought your videos could use a stronger reason behind them.

After helping a fellow coach, Lianna, grow her followers by 80% in 3 weeks and get 11 clients, I've found a winning strategy you can use as well.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Nathalie,

Noticed you're working on attracting more 1-on-1 clients with Briana's testimonial, and I thought your videos could share more about who Nat is.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more clients.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Narley,

Noticed you're working on attracting more women with your masterclass on overcoming blocks, and I thought your videos could share more about who Narley is.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more women.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Breanna,

Noticed you're working on enrolling more coaches in the mind school, and I thought your videos could share more about who Breanna is.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more coaches.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Natasha,

Noticed you're working on attracting more women using your popping off challenge, and I thought your videos could share more about who Natasha is.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more women.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Lauren,

Noticed you're working on attracting more creatives using your simple 3-step webinar, and I thought your sales page could share more about who you are.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more creatives.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

P.S. I think you should add a CTA to the end of the sales page.

Subject: Hi Tenagne,

Noticed you're working on attracting more 1-on-1 clients, and I thought your videos could share more about who you are.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use to get more clients.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Elesha,

Noticed you're working on creating your mindset course, and I thought it was the perfect time to share your story.

It will get your audience waiting with their money in hand for when it's ready.

After helping a fellow coach, Lianna, get 11 clients into her program within 7 days, I've found a winning strategy you can use as well.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Hi Ayla,

Noticed you're working on growing your Instagram, and there's one tweak you can make to your content so it can start pulling in as much, if not more, than your podcast.

After helping a fellow coach, Lianna, get 450% more clients into her program within 7 days, I've found a winning strategy you can use as well.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Follow up:

Just had time to get back to you about your [what I referred to in the first email]

Would it be of interest to you?

Check “Outreach proceed strategy” in voice memo on mac for why I’m doing what I’m doing now

Subject: Money mindset workshop,

Hi Charlene,

Noticed you’re working on promoting your money mindset workshop and thought you might want to cut back on teaching the content.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I’ve found a winning strategy for filling your workshop.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Weekly goals planner

Hi Sig,

Noticed you're working on getting people to sign up for your weekly goals planner and thought you might want to make your reels more relevant for your audience.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a winning strategy for filling your pipeline.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: 10x training

Hi Ciara,

Noticed you're working on getting people into your 10x training and thought you might want to share how what you are teaching has helped you.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a winning strategy for filling your training.

In fact, her first video applying this went viral.



Would applying this to your brand interest you?

~ Chris

Subject: Fully booked

Hi Elle,

Noticed that people are interested in your \$10k/month mini course and thought you might want to have a system in place to direct them to your fully booked course.

After helping a fellow coach, Lianna, move 17% of her clients into a higher program, I've found a winning strategy for filling your course.

Would applying this to your brand interest you?

~ Chris

Subject: Story formula

Hi Virginia,

Noticed that people are interested in your 6-figure story formula and thought you might want to have a system in place to direct them to your content that sells course.

After helping a fellow coach, Lianna, move 17% of her clients into a higher program, I've found a winning strategy for filling your course.

Would applying this to your brand interest you?

~ Chris

Subject: Claim it

Hi Emily,

Noticed that people are interested in your claim it training and thought you might want to have a system to advance them to your personal brand club membership.

After helping a fellow coach, Lianna, move 17% of her clients into a higher program, I've found a winning strategy for filling your membership.

Would applying this to your brand interest you?

~ Chris

Tweaks to make

1. They want to "convert" from their content not "get new clients"
2. They value sentences of making more money so include that part of your testimonial
3. They like clear, simple, step by step approaches to thing
4. Reduce the threshold to sending them something about what you did it (and leave the how for the sale call curiosity)
5. They want overflowing programs
6. Even the people with 7k followers want to convert their audience and that's what you have great affinity with.
7. Remember not everyone with big following has conversions

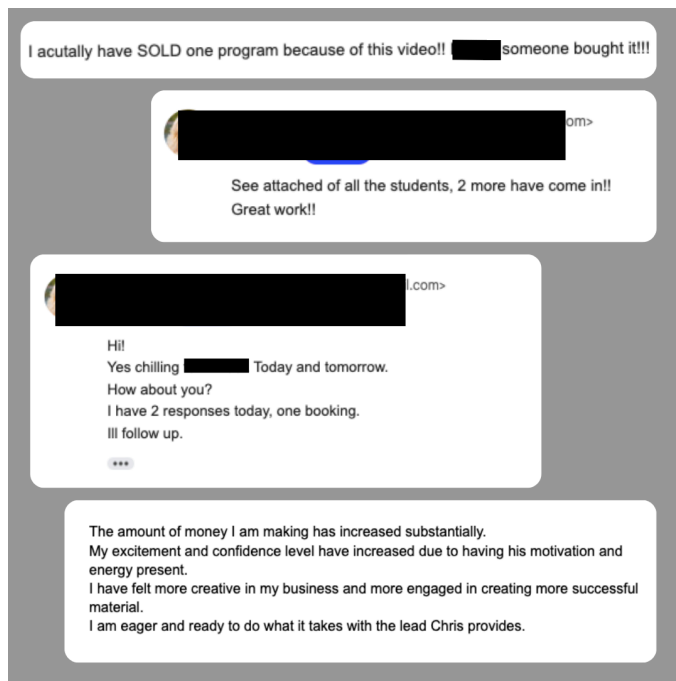
Subject: 10x training

Hi Name,

Noticed you are working on converting people to your 10x training. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your training.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

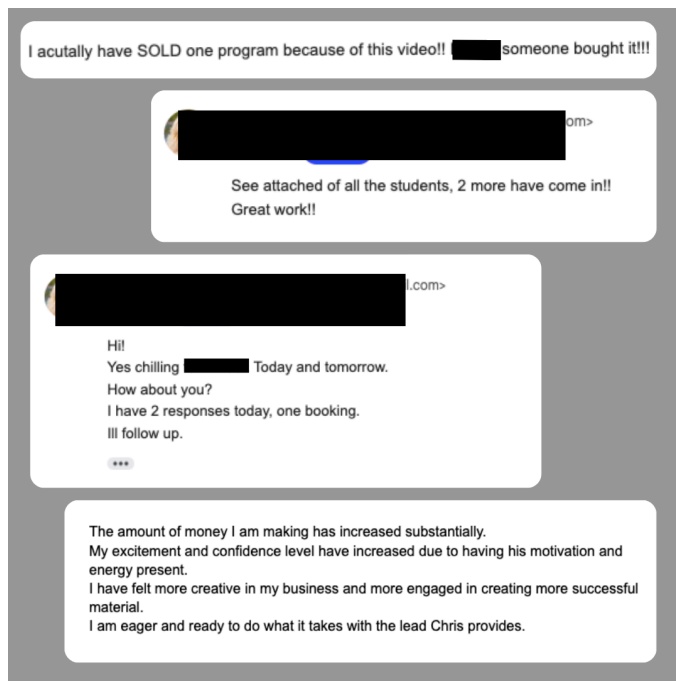
Subject: Method Bundle

Hi Sara,

Noticed you are working on converting people to your method bundle. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your bundle.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

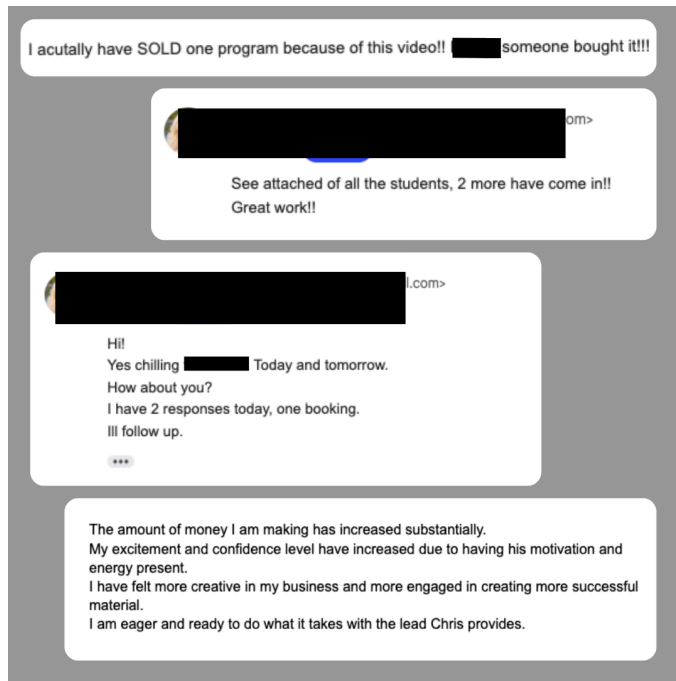
Subject: Customized marketing strategy

Hi Kristina,

Noticed you are working on converting people to your customized marketing strategy. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients in just 7 days, I've found a simple strategy for selling your spots.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

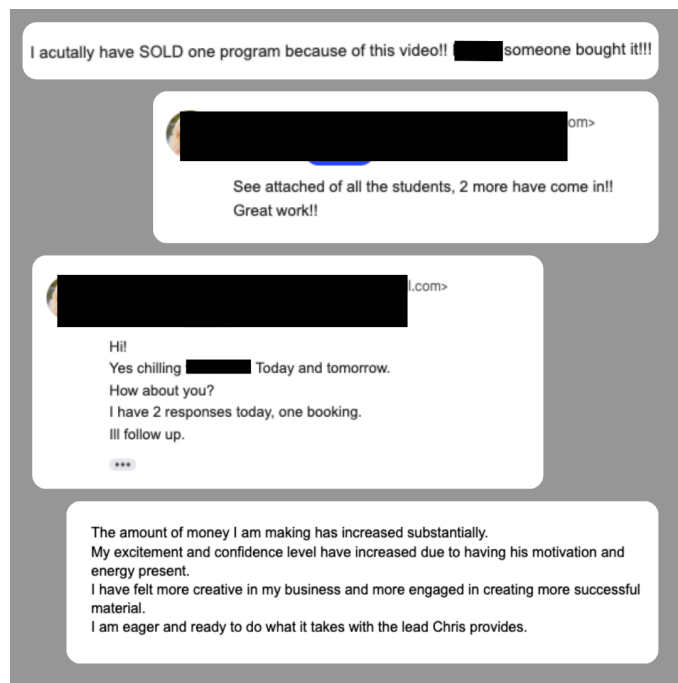
Subject: 1-2-1 coaching

Hi Rachel,

Noticed you are working on converting people to your 1-2-1 coaching. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients in just 7 days, I've found a simple strategy for selling your spots.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

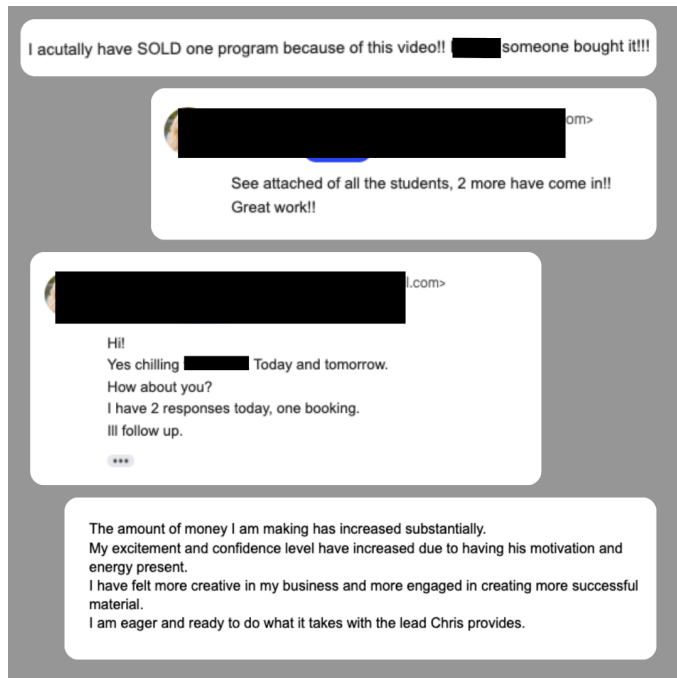
Subject: Unleash your potential

Hi Kelley,

Noticed your unleash your potential program course. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients in just 7 days, I've found a simple strategy for selling your course.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

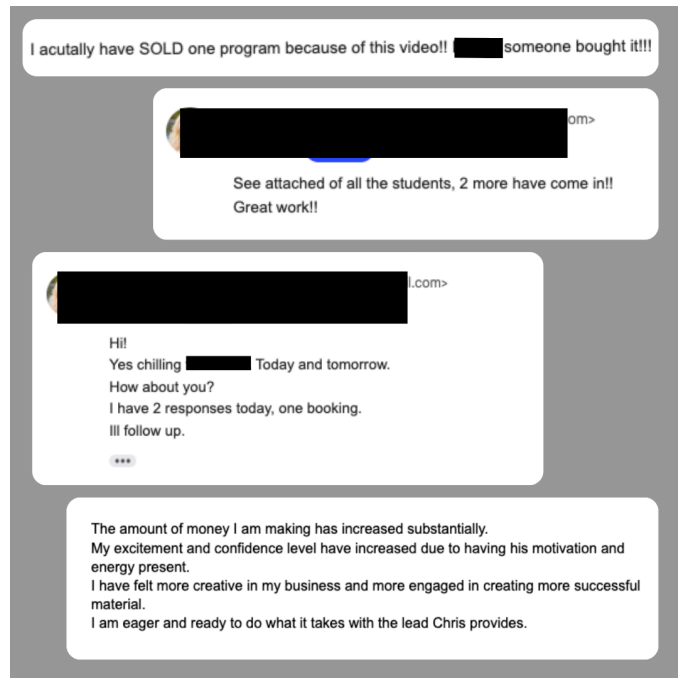
Subject: 1:1 coaching

Hi Amy,

Noticed you are working on converting people to your 1:1 coaching. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients in just 7 days, I've found a simple strategy for selling your spots.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

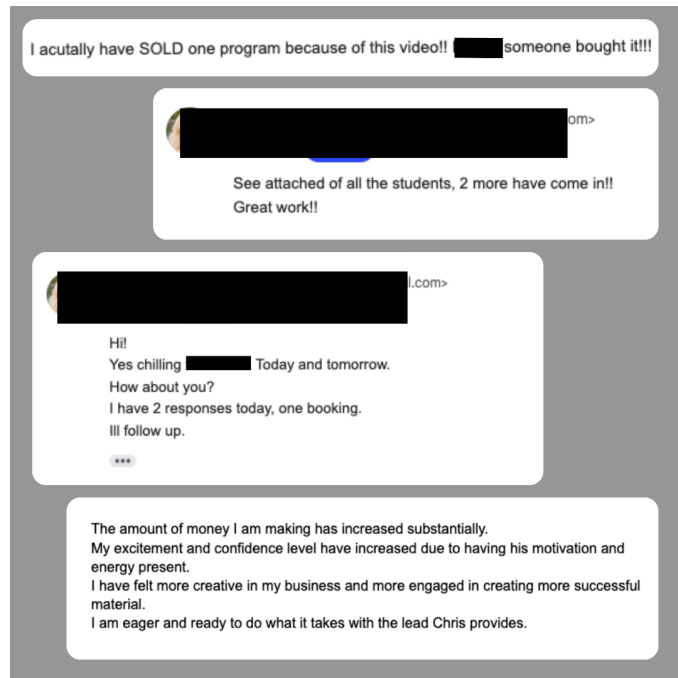
Subject: Miracles Premier Workshop

Hi Jenn,

Noticed you are working on converting people to your Miracles Premier workshop. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients in just 7 days, I've found a simple strategy for selling your workshop.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

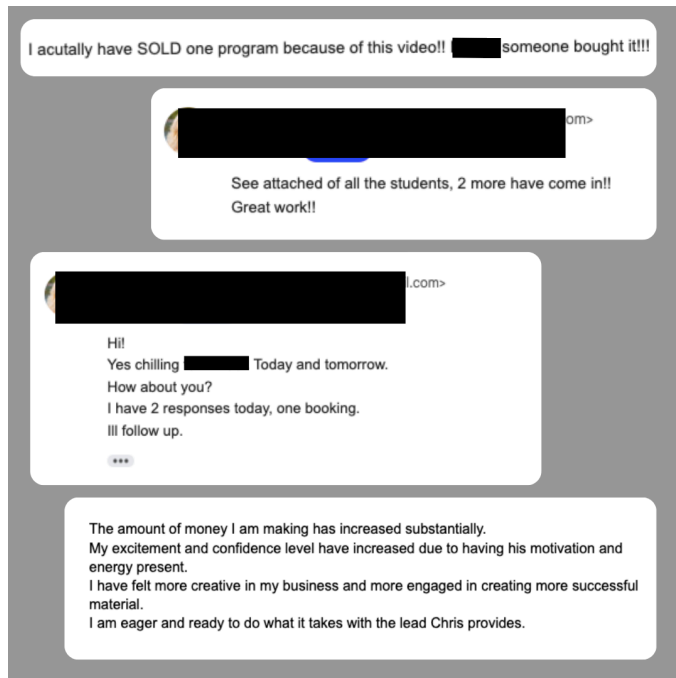
Subject: 8wk program

Hi Adriana,

Noticed you are working on converting people to your Scaled program. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your program.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

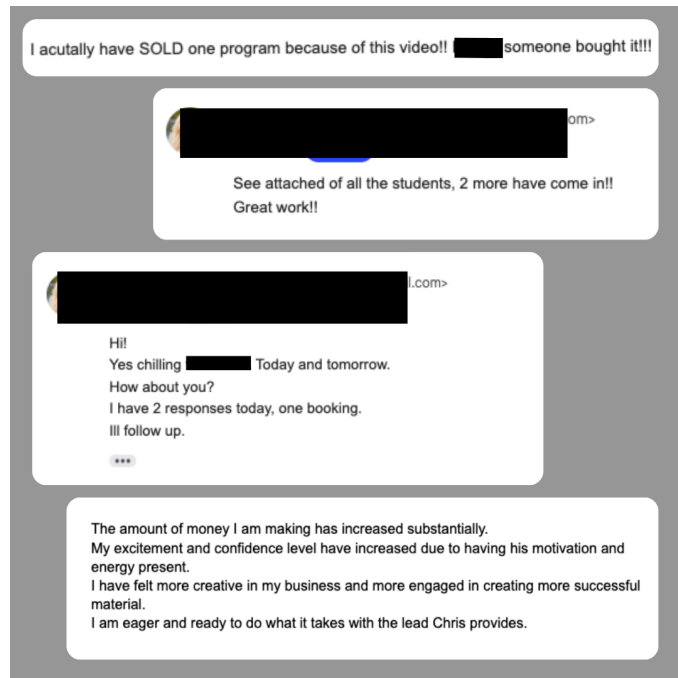
Subject: Millionaire musings

Hi Cassie,

Noticed you are working on converting people to your Millionaire Musings coaching. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your program.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

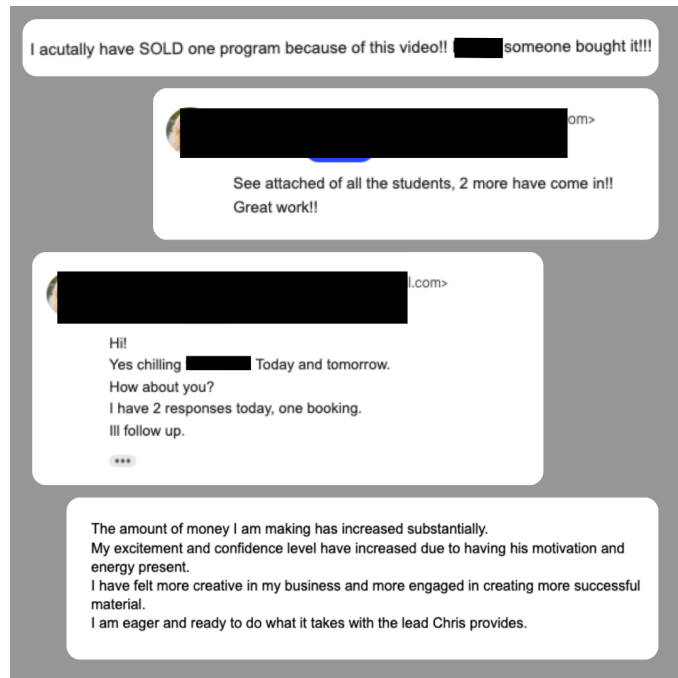
Subject: Elite Mastermind

Hi Keilah,

Noticed you are working on converting people to your Elite Mastermind. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your mastermind.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

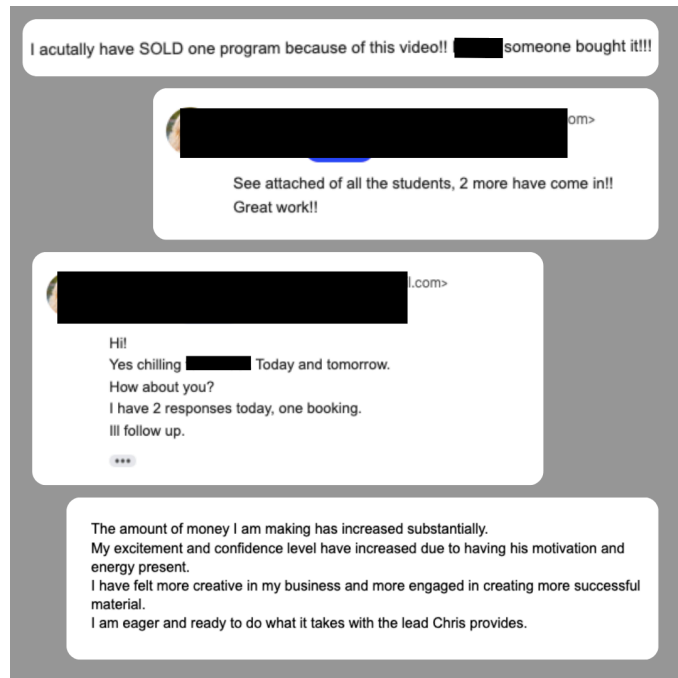
Subject: Design your dream life

Hi Kathryn,

Noticed your dream life course. And I thought you would be interested in one change I made to convert views into paying clients.

After helping a fellow coach, Lianna, get 450% more clients into her program in just 7 days, I've found a simple strategy for selling your course.

In fact, on her very first video, somebody bought.



It's easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

Outreach analysis so far

10 more went out

50% open rate

0% reply rate

In context to the subject line, make sure to name it how you would name it to Risha, and trying to make it as simple as possible. As you can see, just saying the name of their program doesn't work.

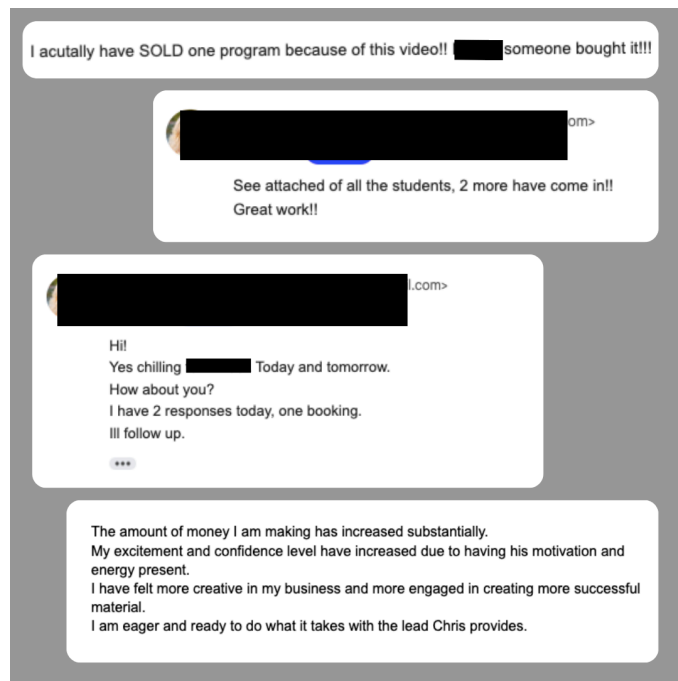
Subject: 10x training

Hi Ciara,

Noticed you are working on converting people to your 10x training and I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for selling your training.

In fact, on her very first video, somebody bought.



It's so easy; we just followed a step by step process

Would you like me to send you what we did?

~ Chris

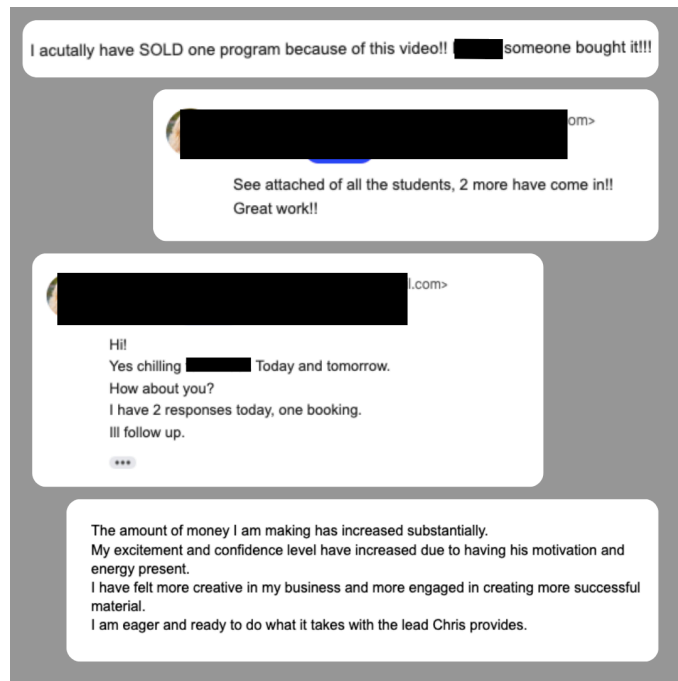
Subject: July masterclass

Hi Jennifer,

Noticed you are working on converting people to your Consistent Revenue Masterclass, and I thought you would be interested in what I did for an entrepreneur in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for filling your seats.

In fact, on her very first video, somebody bought.



Would you like me to send you what we did?

~ Chris

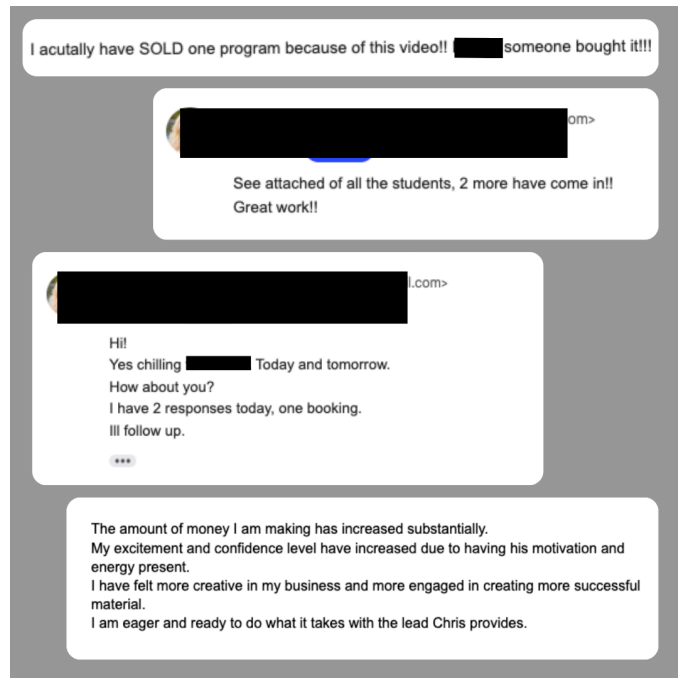
Subject: Get 33 trainings

Hi Tara,

Noticed you are working on converting people to your Get 33 training and I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for selling your training.

In fact, on her very first video, somebody bought her program.



Would you like me to send you what we did?

~ Chris

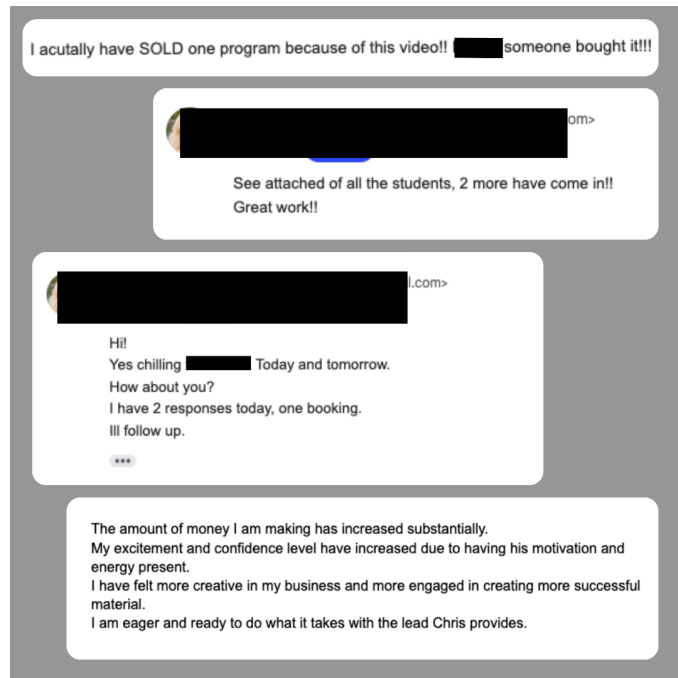
Subject: Million dollar woman

Hi Taylor,

Noticed you are working on converting people to your Million Dollar Masterclass and I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for selling your masterclass.

In fact, on her very first video, somebody bought her program.



Would you like me to send you what we did?

~ Chris

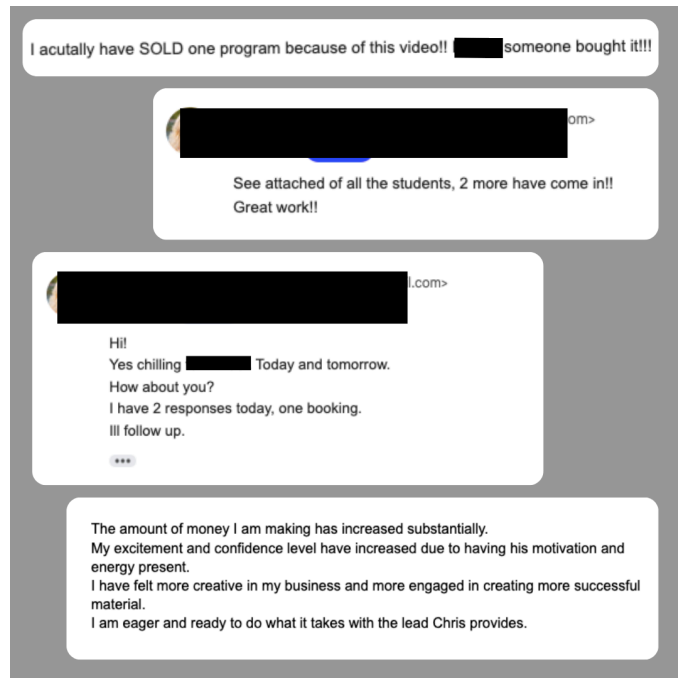
Subject: Your inner circle

Hi Serena,

Noticed you are working on converting people to your inner circle and I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for selling your membership.

In fact, on her very first video, somebody came in.



Would you like me to send you what we did?

~ Chris

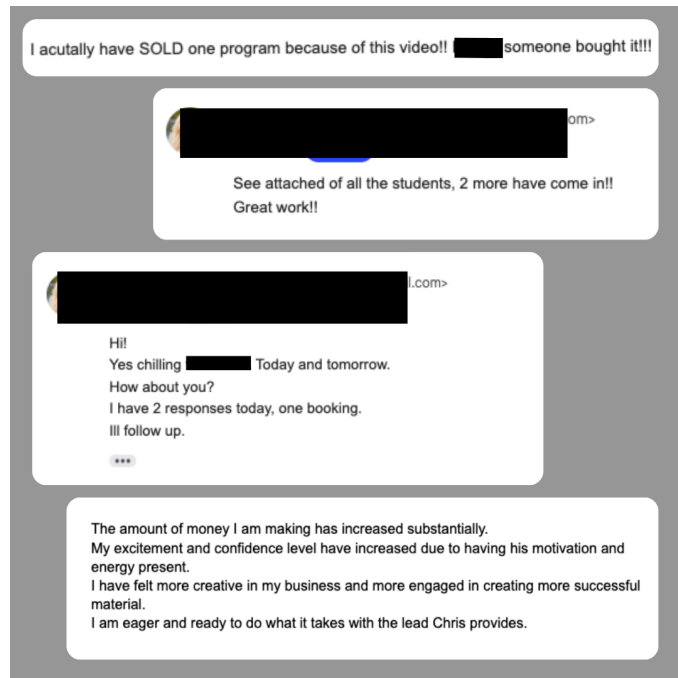
Subject: Manifestation room

Hi Victoria,

Noticed you are working on converting people to your manifestation room and I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days, and with that, I've found a simple content strategy for selling your membership.

In fact, on her very first video, somebody came in.



Would you like me to send you what we did?

~ Chris

Follow up on contacts that opened (78.95 open rate for followups on saturday)

1. keilah@keilahsauni.com
2. katalimindset@gmail.com
3. coaching@thegoodsisbrand.com
4. hello@adrianaloves.com
5. rachel@rachelalyce.co
6. amy@social-cactus.com
7. JennDitzhazy@gmail.com
8. coachsigifisher@gmail.com
9. breanna@breannamay.com
10. nathaliebotezatu@gmail.com
11. virginia@contentlounge.co
12. info@beckystanton.com
13. lauren@coastalbody.com
14. ciara@ciaramarie.co
15. charlene.lizette@gmail.com
16. emily@emilyhuberts.com
17. emma@emccabemindset.com
18. tiffany@coachtiffanytaylor.com
19. alex@alexrudnicka.com

Follow up on contacts that didn't open

1. victoria@victoriamaskell.com

2. info@serenasamracoaching.com
3. taylor@thetaylorlee.com
4. tara@taramullarkey.com
5. jennywatzka@gmail.com
6. *kelley@kelleygreen.co
7. *cassie@cassiehoward.com
8. *kristina@elixirmedia.co
9. *sara@sarajloureiro.com
10. *EleshaArnfield@gmail.com
11. *HelenaGracedonald@gmail.com
12. *emilyjane.co@gmail.com
13. elle@theconsultingceo.com
14. ayla@aylasorochuk.com
15. natashaclarkecoaching@gmail.com

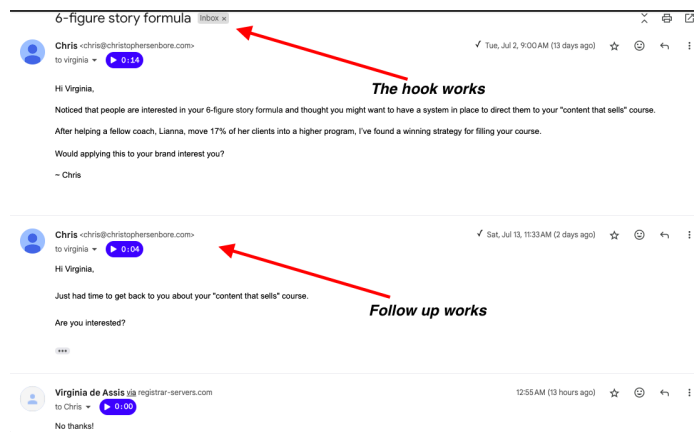
Hi Alex,

I understand how busy things can get, so if you'd like, we can schedule a quick call to discuss how we can tailor this strategy to your needs and goals

How's Monday at 10am your time?

Hi Keilah,

Just had time to get back to you about your elite mastermind. Are you interested?



Hi Name,

Noticed you want to convert more women with your [Name Of Program], so I thought you would be interested in what I did for a coach in a similar situation.

I helped Lianna get 450% more clients into her program in just 7 days with a simple content strategy. And I think your [program] benefit from it.

Would you like me to send you what we did?

~ Chris

Subject: September accountability

Hi Samantha,

Noticed you want to convert more women with your accountability bootcamp, so I thought you would like a strategy that could help you do that.

You see, this storytelling strategy is what I used to get Lianna 450% more clients in just 7 days. And I think your bootcamp will benefit from it.

Would you like me to send you what we did?

~ Chris

Hey Gs,

Please help me assess this outreach. The subject line type has a 90% open rate and I've gotten a negative reply.

So I reduced the threshold of the offer and tweaked the flow.

Please let me know if there are any sloppy mistakes.

NEW OUTREACH

Subject: September accountability

Hi Samantha,

Noticed you want to convert more women with your accountability bootcamp, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna 450% more clients in just 7 days. And I think your bootcamp will benefit from it.

Would you like me to send it to you?

~ Chris

info@samanthahearnecoaching.com, 3pm

Subject: 10k months

Hi Jenna,

Noticed you want to convert more women to help them scale to 10k months, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your offer will benefit from it.

Would you like me to send it to you?

~ Chris

jenna@jennaokeefe.co 9:00AM

Subject: Messaging masterclass

Hi Em,

Noticed you want to convert more women with your messaging masterclass, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your masterclass will benefit from it.

Would you like me to send it to you?

~ Chris

EmHaas@gmail.com 5:00AM

Subject: Inevitable success

Hi Donna,

Noticed you want to convert more women with your inevitable success event, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your event will benefit from it.

Would you like me to send it to you?

~ Chris

donna@nowisyourtimeto.com 9AM

Subject: 6 month mentorship

Hi Sara,

Noticed you want to convert more women with your catalyst mentorship, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your offer will benefit from it.

Would you like me to send it to you?

~ Chris

sara@sara-dann.com 5PM

Subject: Profit Academy

Hi Clare,

Noticed you want to convert more women with your Profit Academy course, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your course will benefit from it.

Would you like me to send it to you?

~ Chris

clare@clarewood.com 3:00AM

Subject: Income ceiling

Hi Carla,

Noticed you want to convert more women with your shatter your income ceiling masterclass, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your masterclass will benefit from it.

Would you like me to send it to you?

hello@moneymindsethub.com 3AM

Subject: Coaching toolkit

Hi Becca,

Noticed you want to convert more women with your human design coaching toolkit, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your offer will benefit from it.

Would you like me to send it to you?

~ Chris

becca@beccafrancis.com 10AM

Subject: 12 months coaching

Hi Stephanie,

Noticed you want to convert more women with your success school coaching, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your coaching will benefit from it.

Would you like me to send it to you?

~ Chris

steph@stephgorton.com 5:00AM

Subject: VIP week

Hi Renae,

Noticed you want to convert more women with your VIP week coaching, so I thought you would like a strategy that could help you do that.

This strategy is based on storytelling and it's what I've used to get Lianna (a fellow coach) 450% more clients in just 7 days. And I think your coaching will benefit from it.

Would you like me to send it to you?

~ Chris

renae@renaeoneill.com 3:00 AM