

Avatar:

Sam Martin is a mental performance coach for athletes. He has studied Psychology in 2 separate elite institutions giving him credibility in knowledge and information about a person's psychology. He gives 1 on 1 coaching online

Current State:

1. How can he get more traffic generated to his website. He only has 2 traffic sources in Youtube and Gmail with only 10k subscribers. He seeks a way to increase his traffic and make people visit his website more. In other words, increase the attention of his business.
2. His email marketing can definitely improve and compel people to act more. I signed up to his newsletter and didn't get any email so far. He can communicate better in emails to increase his customer base
3. He can show more credibility about his work with more social proof(testimonials and charts). Right now, he just has statement that says he has proven results but no outside sources to back it up.

Dream State:

1. His traffic has increased that people are visiting his website more and he can see that the attention of his business has increased.
2. His email marketing has gotten better in which he has gotten more engagement from leads in emails.
3. He is able to garner and present his credibility about his mental coaching on how it has garnered results for everybody involved in his coaching.

Roadblock:

His overall internet marketing can improve. He only uses Youtube to market his services, although it does have engagement. He has less social proof than other mental coaches like Tim Grover, who has worked with professional athletes and business moguls. He has to compete against these top players and shows no social proof compared to him.

His email marketing is not the most compelling because there is not much communication/engagement with the leads as I signed up for his newsletter. He could make things more personalized and can create something better with his newsletter.

He also needs to show that his business can create results where he can show more testimonials and results to his viewers.

Solution:

His marketing has improved in which he is able to present his stuff in a more compelling manner that intrigues people to check out his services. He can make other social media platforms in the future... to increase traffic and go to his website. He can put more emotion to his website and not just information to increase engagement from his viewers as well.

His email marketing has become more personalized and has created much more engagement from his email leads that converts them into customers.

He also is able to show more credibility and social proof to his business. There are now testimonials or charts that show that he is able to garner results for his services.

Email

Subject Line: Increase Lead/Customer Conversion Rate in Emails

Hi Sam,

Your business has a newsletter which I've signed up on to check out the services you give. I can imagine it creating more engagement with leads if you present emails in a compelling manner that amplifies their emotions.

People can't resist acting more if you touch on their emotions the right way!

When I watched your video about Using Anger Effectively, you state it can help increase focus and performance when directed right! Great way to make people use their emotions!

Translate this to your newsletter, and even your website. It will intrigue people more to act and get your coaching services.

So I created an email that contains the compelling elements that I'm recommending you to show in your newsletter.

Would this idea interest you?

Best Regards,

Robyn

Re-Write:

Subject Line: Are You Persuading Leads, Sam?

Hi Sam,

Your business has a newsletter which I've signed up on to check out the services you give. I can imagine it creating more engagement with leads if you present emails in a compelling manner that amplifies their emotions.

People can't resist acting more if you touch on their emotions the right way!

When I watched your video about Using Anger Effectively, you state it can help increase focus and performance when directed right! Great way to make people use their emotions!

Use this concept in your newsletter, and even your website and it will intrigue people more to act and get your coaching services.

So I created an email that contains the compelling elements that I'm recommending you to show in your newsletter.

Would this idea interest you?

Best Regards,

Robyn