

Hypothesis of what they could need/want and why?

Eddie could do with a Sales Landing Page for his Fat Loss and Muscle programs, He has a site for his gym, but the programs are not included, He has a free email list but its at the very bottom of the info page when you click the link in bio. Implement the Value Ladder to his Email List.

SL - Growth is right next door!

Hey,

My name is Simon, I've come across your Instagram page and looked here and there at posts and then I tried finding your products landing page, but I couldn't find one..

The gym's site is done very well, but I also did not manage to find your programs there.

Though the newsletter is sure one hell of a way to do it, I hope you're using that to its maximum potential.

What caught me off guard is how hidden the email newsletter sign up is, it's quite literally the most effective way to connect with future customers as it's a contact detail, a lead.

Leads turn into sales. Leads can be achieved through various types of funnels, which I never came across any funnel set directly to your programs..

You're missing out on a lot of potential customers, repetitive buyers and even more happy transformations.

Not to worry, I've put together a strategic system specifically personalized for your business. Let's fix the loopholes together and unleash the true potential of your business.

You have done 90% already, a stable fanbase, constant content, the programs, the reputable name and history of yourself, you have the foundation.

With my system I assure you we can go beyond 100% of what's possible to achieve from your business.

Talk more?

Regards, Simon.