

Outreach Templates

SL:Have you thought of this

Hey <insert name>

<explain how you found them with slight complement>

After looking at your website I noticed you <insert what they don't have or lack>.

So <tease what you will do to help this problem or this roadblock>

<Insert personalised compliment on why you like them>

I have the <insert free value you teased> sitting in my drafts

Should I send it over right away or later on?

You can simply respond with a yes or no

Thanks

Lucas Bolger

Example:1

Well hello Hunter

I came across your page when I was looking for an affordable program for the gym. And yours caught my eye.

After looking at your website I noticed you didn't have an email list.

So I wrote up an email sequence to nudge your customers in the direction of buying your higher-ticket items. Like your V.I.P programs.

I admire how much you interact with your audience through your Instagram. Like your recent 120-day bulk transformation.

And I can see that what you do makes a positive impact on your customers because of how they engage in your comment sections .

I have the email sequence sitting in my drafts

Should I send it over right away or later on?

You can respond with a yes or no

-Lucas Bolger

Example:2

What's up Hannah

I came across your page when I was looking for an affordable program for the gym. And yours caught my eye.

After looking at your website I noticed you didn't have a captivating introduction on your sales page.

So brainstormed some you could use to grab your customer's attention when they arrive at your website.

And I can see that what you do makes a positive impact on your customers

I have the <insert free value you will provide> sitting in my drafts

Should I send it over right away or later on?

You can respond with a yes or no

Sincerely Lucas Bolger