

Subject Line: Here's something you might like

Hey Dave!

I hope you're doing well.

I came across one of your cold plunge YouTube videos, and I was really impressed by the message you're spreading.

You're inspiring people to live healthier lives and improve their fitness, and I appreciate that.

As I checked out more videos on your channel, I could see that you consistently provide value to your audience, and their lives are being positively impacted by your content.

I also visited your website, Training Peaks, and was surprised by the extensive effort you've put into creating so many training programs that are both affordable and adaptable to various needs.

However, I noticed some key areas where your website could be improved to boost your business.

Some of the benefits that you would get are increased brand awareness, more organic traffic, and most importantly, higher conversions.

If you're interested in hearing more about my proposal, let's get on a quick call this week so I can tell you what I have in mind.

Best regards,
Robert Ghitulescu

A handwritten signature in black ink, appearing to be 'R. Ghitulescu', with a stylized, cursive-like 'R' and a trailing flourish.