

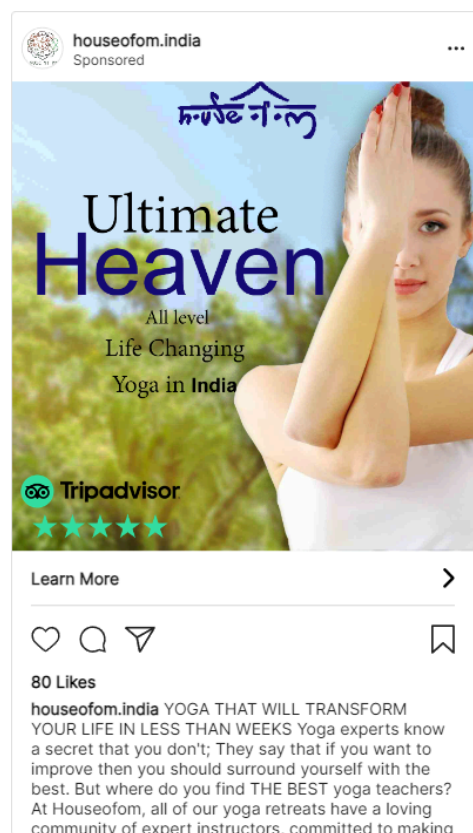
Houseofom outreach email

Subject Line: **Wissam, a reward for your hard work...**

Hello Wissam,

I Saw your houseofom website and I was blown away by the fact you've transformed over 1,700 lives over the past 7 years with Hatha and Vinyasa yoga.

As a reward for your hard work, here is a free ad that you can use:



It may not be the houseofom style, but ads like these are highly personalised, and involve using the customer's exact language which creates a deeper connection between business and customer.

So if you want to open more yoga schools across the world, this marketing technique will get them big on Instagram in no time.

Ananda Wellness uses personalised marketing to bring new customers to their Himalayan retreat, and they have gained so many new Instagram followers since.

Before I get into the details, let's have a call in the next coming week and take a deeper dive into your company to see if this could work for you.

Are you interested? If so, reply to this message.

Namaste,

Aeron Davies

Perhaps you're wondering if this email is worth responding to - fair enough. What you're really asking is 'why should I trust this guy?' Well, here's a free 5 minute tip that will make your worldwide expansion way easier.

1,700 people have passed your courses, yet you only have 30 google reviews, that's under 2%. If 60% of guests find their wellness retreats on google, then you need more google reviews to boost course attendance.

This can easily be solved by adding a google reviews page to your website which will encourage more customers to take action. You could even give review cards to customers exiting your programmes, much like this:



