

Subject line : Kenny, Your Instagram Stopped Me In My Tracks

One of your Instagram reels showed up on my feed, It was the “how to unf*** your brain” video.

As many others would have, I resonated with the video. It reminded me of what I used to be like and what I did to change. After finishing the video I was hooked on your content.

I found myself on your website and joined your newsletter.

I then clicked on the “products” tab and saw the fitness course you offer as well as the up and coming self development course.

Kenny, I’m going to be straightforward with you.

I’m a copywriter, not one of those freelancers but a strategic partner and let me show you why.

It would be beneficial to your brand to send a series of emails in a very specific sequence to your newsletter. This will include 2-3 emails targeted directly to your email list, building curiosity about this new ‘course’ your offering. Concluding with a fourth email to nudge your readers over the edge yearning to buy.

This would create more engagement in your new course and give your newsletter a better sense of community in turn bringing you more sales.

Do you want to see what I have in mind?

Looking forward to hearing from you.

Best regards,

Darcy.