

I'm struggling to come up with a really good CTA so I'd really appreciate any help with it

SL: Urgency is key

Hi Pau,

When I first came across you, the first thing I noticed was how well your students spoke of you in the over 200 reviews on your website. Not just about your knowledge and experience, but also about how you are very approachable and a mentor to them.

That's when I knew you were exactly the kind of person I was looking for, someone worth investing time in. That's why I have something that I truly believe will be of great use to you.

I saw that you offer a free 30-minute class, which is perfect for gaining the listener's trust, introducing them to your brand, and providing value by sharing four strategies.

Anyone who sees the training will want to take the next step and schedule the call.

The thing is, they may not even get to see it.

Unless they feel an urgency to see it, a need, and are eager to discover how you can completely change their lives.

What if they feel like it's made for them, that it's just what they need, the best possible decision, and that all their interest and attention is on you and what you will do for them?

I have attached a Google document below with an example of an email that creates that effect on the reader.

If you like the email, I have something that will save you time by ensuring that only those who are truly committed and fit into your community schedule the call. Let me know if you want me to tell you more.

Have a great day,

Miguel