

Hey <name,>

I want to start by saying that your Instagram reels are amazing for someone like myself whom you showed that losing weight and still eating tasty and healthy food is possible. Thank you so much

Now I am writing to you because I have looked at your website and noticed that your landing page isn't as intriguing as it could be.

That is because you are only naming the solution on how to get fit without having to eat chicken and rice every day but eating tasty food without getting fat but bulking up or losing weight which is great! however

If you lead with their current state which is:(not in shape, only eating fast food unhealthy, with no motivation) and you follow with your solution (your cookbook and why its easier with your cookbook) and end it with their dream state which is what they will have once they buy your book and follow it. (great body, more confidence, women are more attracted to you)

you tempt them with what they could be after buying your product, and this works in every niche (finance, security, mental health, fitness)

with this method, you see a drastic growth in revenue

I think this would be a great opportunity to take advantage of.

If you are not sure if this method works I can offer a discovery project where I adjust your website accordingly to how I explained it and after you see an increase in revenue.

We can talk about future deals as I have a few ideas on how to generate more traffic on your website.

If you are interested let me know
thanks for your time

Best
Robert