

Cold outreach email:

Hi Josh!

Been following the brand for a while, HUGE congrats on getting into Walmart!

That's a massive milestone, big props. I know Wicked is your baby, you must be over the moon about it. :)

Real quick, wanted to bring something up that was bugging me.

The IG page has way lower engagement than it should. Which is a huge shame. I can tell you put a lot of heart and effort into the grid and reels.

Your videos and photos are on point – really good stuff!

Buuuuut. The captions on IG posts are being majorly neglected.

Huge missed opportunity for your main revenue driver there. Perhaps THE main revenue driver. Right now, the algorithm ain't gonna be kind.

This happens to be my area of expertise, so I took a crack at it. I wrote up three ads that you could pop into your IG grid alongside your current photos and videos.

I think these ads will crush for you and immediately boost sales and followers, particularly ad #2 and #3.

I've been elbow deep in figuring out how Kinobody and Brandon Carter run their IG feeds, so these ads follow a similar format.

The first two are specifically designed for new traffic that isn't 100% familiar with the protein cookies, and the third one is more suited to pushing existing subscribers towards buying the protein shakes.

Plus it's already adjusted to sound in-line with the rest of your brand materials. Could also be used as standalone emails.

No charge, I just think it would be really dope to see how the ads do for engagement. And cuz I like the cookies. 😊

Check em out below the signature. Let me know what you think!

Dennis McGovern

IG captions:

#1 | Short, punchy IG post

Psst - there's a "secret ingredient" in our protein cookies! 🍪

Our cookies are addictive – but no, we're not sneaking anything into the dough. 😏

Actually, our secret ingredient is what we DON'T add.

Wicked Protein cookies contain 88% (😱!) less sugar than other protein cookies...

And 52% (😱!!) fewer calories!

Yep, you read that right.

100% guilt-free snacking, ZERO sugar crash, and total peace of mind. 😌

#2 | Medium-length IG post / email ad (~160 words)

Why your grandma uses Wicked Protein to hit her macros 🧓

Well, maybe YOUR grandma doesn't.

But she would if she knew how we make our cookies.

Wicked Protein has the only protein cookie that passes the "homemade taste test." 🍪

Most protein cookies have a chalky aftertaste or weird textures. Ours don't.

Our cookies are made the way a cookie should be – delicious and soft-baked...

And they are:

- ✓ 13g protein
- ✓ Just 3g of sugar (yep, that's not a typo)
- ✓ Totally gluten-free
- ✓ GMO-free

and ✓ Keto-friendly.

✓ PLUS added collagen for healthy hair, skin, and muscles!

But here's the best part.

We're the first (and only) cookie on the market that's Clean Label Project Certified. 🧐

In other words, our ingredients are carefully inspected and approved to guarantee exactly what goes into every bite.

That means ✓ ZERO hidden allergens – you don't have to worry about any sneaky cross-contamination.

Nothing but honest ingredients to fuel your body. Exactly how grandma likes it.

Long-form email ad / possible IG post (~250 words)

Did you know you're in a toxic relationship... with protein shakes?? 🤔

Sounds crazy, but it's true.

If you're on a bulk, then you'll know the feeling...

Coming home from your workout at the end of the day, totally beat.

You break out the blender, throw your protein powder into some milk...

Ooh, and there you have it, a well-blended, thick, sludgy, chalky mess.

It could be mistaken for concrete. Peanut-butter flavored concrete. Oh well, down the hatch.

Gulp, gulp, gulp.

Wait for it to settle in the stomach. Gulp some more.

Then finally... your shake's all gone, and there you are...

Full to bursting, with

✗ No room left for the rest of your macros

- ✗ Hundreds of calories still to go
- ✗ ...and it's almost bedtime!

So you stay up later, cram in more food... ah, there we go, macros hit.

And after endless munching, you lay in bed at the end of the day...

Bloated and miserable, ready to do it all again tomorrow.

No bueno.

👉 Your protein shake shouldn't hold your stomach hostage.

That's the definition of a dysfunctional relationship.

That's why Wicked Protein's shakes are designed to drink like a juice, not a thick concrete mess.

- ✓ It mixes (and tastes) great with water all on its own in just seconds
- ✓ No blender needed
- ✓ And it's effortless to drink in a single sitting.

No bloating, no mess, no fuss. Just shake, drink, and go!

So you can enjoy the rest of your day and hit ALL of your macros without giving it a second thought.

<link to product page here>

