

Revised Outreach email Dog trainer:

Avatar:

Jasmin, a 40-year-old woman who devoted her life to helping all the dogs in the world “to be understood” and find a good home.

Her children are adults, so she has a lot of time on her hands to devote to her business.

She prides herself on her certificates and has done multiple pieces of training to become a dog trainer and behavior specialist.

Dreamstate

To be the reference dog trainer in the World when people think about a dog trainer.

Have customers line up to work with her and have their dogs trained by her.

Roadblocks

It's a non-regulated market with a huge boom of new “dog trainers” that have limited experience or no certificates. They compete at lower prices, making it more difficult to bring in new clients all the time.

She has a hard time standing out on social media because they have no experience or time to dedicate themselves to it.

She organizes online workshops, but interest is low as they can not promote the workshops enough to get a good reach.

Biggest Pain Point

Not getting enough clients to have a sustainable business.

Solution

Get people involved with her way of training and her techniques to increase the trust in her business and decrease the step to book a session.

Offer

Set up a complete funnel with Ads ⇒ Opt-in Form ⇒ Newsletter with tips and tricks + stories ⇒ Online Workshop ⇒ Private 1 on 1 session

Email

SL: Do you have a newsletter?

I've searched your website for a newsletter Jasmin, but couldn't find a subscription form.

As I often research & write for the dog training industry, I'm always looking for good blog posts and websites with quality content.

Especially newsletters that help to get a better feeling about the dog trainers and the issues people face with their dogs.

I found it odd to not find a newsletter subscription form on your website, as a newsletter is part of an automated lead-generating funnel to get high-quality prospects that want to work with you.

A newsletter is a low-risk way of involving possible prospects,

An excellent way to get to know <Company Name> and learn to trust your ways and techniques,

Making them sign up for a private session a lot faster.

They'll already believe that you can make the difference they are looking for before they've started.

To give you an idea of how a funnel looks:

Ads leading to a subscription form ⇒ they receive a Newsletter with tips and tricks + stories ⇒

In the newsletter you intrigue them about an Online Workshop for example ⇒ Make it an easy step-up to book a Private 1 on 1 session.

Might be worth looking into it, if you're struggling with finding new clients all the time.

Just let me know if something is unclear or if you're having issues with something.

I'm available if you want a chat.

Me

<Business Signature>