

SL: I can't put you in a box Joe,

I must give you props for how original your content is, every video is different from the last, I don't know how you managed to make a daily food video into a Steven Spielberg movie and your guide to a beach bod was the definition of a non bullshit approach.

Your website doesn't fall short of your content, but I realised your competitors are using a sales introduction on there page,

it seems your competitors are taking advantage of something that you're not.

I went ahead and wrote up a brief introduction for your website. Let me know what you think.

I'd love to talk to you over a Zoom call about other ways to strengthen the connection with your customers and your brand.

<Insert free value>

Best,

~Lucas

SL: Have you thought of this?

I was looking into the fitness scene, and your channel caught my eye specifically because of your non-"bs" approach to your videos. Instead of shouting and throwing money around, you make a positive impact on your viewers by giving it to them straight

Unfortunately, I couldn't help but notice that your website is missing a key element that would motivate people who are on the fence about purchasing the course.

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I'd love to talk to you over a Zoom call about other ways to strengthen the connection with your customers and your brand.

<Insert free value>

Best,

~Lucas