

Instagram (Self Improvement niche):

**1) 39K followers: 8k-80k (once reached 500k) views on their reels
No products**

Why reach out?: I have a plan to help them land clients for 1:1 coaching for growing IG pages

Outreach:

Hey “Their page name” Have you considered offering 1:1 coaching sessions to people who want to grow a page like yours?

I’m sure you can teach many people and make an income from it.

If so, I have this marketing plan that will land you at least 10 clients in the first month.

Interested?

2) 212k followers: Average of 37k views

-Does automated DMs for people who want his IG method

-A 40\$ product for Viral reels guide

-Has a newsletter about IG pages

Why reach out?: The piece of copy for their website can be improved, they don’t write good captions, and they barely promote their website

Outreach:

Hey, I’ve noticed you don’t get as much engagement on your posts as before

I’ve figured out why.

If you're interested, I will also create a free marketing plan for your page for a week. It will get you at least 10 more sales for your Viral Reels guide and 100 new subscribers for your newsletter.

Do you have 10 minutes to talk about this?

3) 1.7 Million followers: Average of 150k views

-They don't mention anything about a product or service in their bio

Why reach out?: Asking about whether they'll be offering something soon and mentioning that I can create a marketing plan for it.

Outreach:

Hey, are you not offering coaching services for people who want to grow a page like yours?

I was wondering because I haven't seen you mention anything about it.

If you're planning to do so I can create a free marketing plan which will boost your sales in the first week.

Let me know.

4) 159k: Average of 20k (reached 600k) views

Nothing to offer

Outreach:

Hey, although you post about success and making money you're not actually offering anything on your page

Are you planning on launching a new product/service?

5) 82k followers
Doesn't offer anything
(Dm for paid ads) only

Outreach:

Hey, when you said “You lack focus not potential” it stood out to me and I was wondering:

Will you be leveraging your posts to grow a newsletter that you can monetize in the future?

If so I have a marketing strategy that you can use to get at least 300 subscribers in the first two weeks (I have proof of that)

Care to listen?