

Subject: Website Copy

Hi Lisa/Laura/Allen,

I noticed on your Facebook that your free tips lead to more traffic to your website. With this built rapport and some changes to your site's copy, these viewers can be turned in to clients.

Top competitors in your niche, like BetterHelp, use emotionally compelling descriptions. This strategy led their community to schedule consultations. With some teamwork, I can help you get the same results.

I came up with 2 free samples for your website. Would you be interested in checking them out?