

dThis outreach is for a cosmetic doctor with 50k followers on instagram, almost 200 very good reviews and a site with no newsletter or a way to register and talk directly to her clients.

Hi Caterina,

I have noticed a gap in your company that is causing you to lose potential customers and sales.

Currently, there is no way to register clients on your website, preventing direct communication.

Not utilizing a newsletter not only means losing money but also customers in the long run, and that is precisely why I am writing to you.

Thanks to the newsletter, you will have the opportunity to sell more to current clients through the creation of seasonal offers and to attract new clients through bonuses offered in exchange for subscribing to the list.

After just two weeks, you will already see results, both in the number of subscribers and in a slight increase in sales, with increasingly significant results over time.

I am not asking for any payment for this because I would like to turn this experience into a case study for my business.

If this interests you, please do not hesitate to contact me.

Looking forward to your response,
Davide

I know the subject is missing, so I plan on watching the creativity training today and then create one (and eventually upgrade the outreach).

I talked about myself two times even if I shouldn't but I think it makes sense. The first case is to tell her I actually looked into her stuff analyzing everything I could and the second one is to make my offer sound more specific exactly for her situation. Just let me know if you think I should remove them.

To me the outreach seems a little too long but I'm not sure on what to remove (in my language it actually is shorter but not that much) and the offer I think should be divided as three lines is too long.

I'm pretty sure i followed every single thing i learned from the "captain masterclass" videos and the review i got on the last outreach so to me this looks good, let me know how you would make it better and thanks in advance for the help!