

Cold outreach body that has not worked so far
Please be as harsh as possible so I can fix this cold outreach as much as possible

Hey Marisa,

I was on youtube looking up how I can build muscle and lose weight at the same time and your youtube video came up.

I loved your recent youtube video about your hard past which allowed your avatar to connect closer to you as well. You then provided your avatar with free value by sharing the type of healthy foods you make.

I then went on your website and noticed you did not have a high-ticket item for your customers.

It made me think of a marketing strategy I like to call "funnel ascension campaign" to guide people up your funnel to buy a higher ticket item.

I can send a free personalized piece of the campaign to start increasing your customers' lifetime value if that interests you.

I am always looking for ways to reward people who make the world a better place.

I know you are a busy person, so you can respond with a simple "yes" and I will send that over to you.

Hey Marisa,

After hours of searching through videos on how I could lose weight and gain muscle I finally found your video that provided great value to me.

The way you open up about your hard past, allows your avatar to connect closer to you. You then provided your avatar free value by sharing the type of healthy foods you make to solve their issue.

After the free value you provided it left me wanting more. This led me to your website where a handful of things caught my attention.

There is a new strategy that has been proven to work to help guide customers up your funnel channel.

I am willing to send you a free piece of this new strategy if you are ready for it.

Let me know.

Kind regards,
Isaac G

Vague CTA,

That doesn't relate directly to the email at all.

The CTA must clearly summarize the contents of the whole email,

And address either:

- The main benefit
- OR the key problem/roadblock

You are doing neither in this CTA

(Remember that a large portion of the readers will just scroll to the bottom,

Reading only the CTA and maybe 1 or 2 lines above or below it)

Here's an exemplary rewrite for your email:

"Find out the 7-figure money-making method that took me to the top of the marketing industry"

Example

"Hi <name>,"

As a fellow <niche type> enthusiast, I know how challenging it can be to stand out in a crowded market and after hours of scrolling through mediocre YouTube videos, I finally struck gold and discovered your channel, which completely satisfies my <niche type> needs.

<compliment>

After consuming your content, I was left with a craving for more, so I ventured to your website where I found a treasure trove of intriguing material.

And I wanted to say.

What you propose is good. I liked <a specific product or service they offer>.

But you can take advantage of (a problem identified) better which inspired me to do it a certain way.

It reminded me of some tricks that have already proven useful to reach more people of your audience's type and skyrocket your popularity and sales. If you're ready to take your brand to new heights and increase your revenue, simply respond with a "yes" and I'll share some powerful examples with you. Trust me, these tactics are too valuable to miss out on.

*"Faithfully yours,
Ghezal Rayane"*

Example with a prospect:

"Hi Alex,"

As a fellow fitness enthusiast, I know how challenging it can be to stand out in a crowded market. After hours of scrolling through mediocre YouTube videos, I finally struck gold and discovered your channel, which completely satisfies my fitness needs.

I loved your video about ab exercises with the timer, exercise names, and detailed exercise tips like sucking in your belly button toward your spine. It's a game-changer and makes your content really stand out from the rest.

After consuming your content, I was left with a craving for more, so I ventured to your website where I found a treasure trove of intriguing material.

And I wanted to say.

What you propose is good. I liked the "ultimate pack".

But you can take advantage of your lead magnet and e-mail list, which inspired me to do it a certain way.

It reminded me of some tricks that have already proven useful to reach more people of your audience's type and skyrocket your popularity and sales. If you're ready to take your brand to new heights and increase your revenue, simply respond with a "yes" and I'll share some powerful examples with you. Trust me, these tactics are too valuable to miss out on.

*"Faithfully yours,
Ghezal Rayane"*

IG captions don't get conversions...

They either hook a reader or tell a story with a CTA to go to their bio to click a link...

They direct traffic from the social media network into a landing page or a website where the sales process takes place in long-form.

So, if you offer IG caption, you need the landing page and the bio, etc...

To be optimized.

Now, when I say up-sell, I mean the value ladder of the actual business...

So, if they're a fitness company.

Who offer "X" for \$5,

Then after someone buys that, they get taken to another page where there is a one-time-offer for "Y" for \$197, as well as follow-up email to get them back to that new funnel.

Then they buy that, and are taken to another page where there is another offer for "Z" for \$97, again with follow-up emails for that funnel.

Vs...

Just an ebook for X that costs \$20...

The first example can make max, \$299 from each person.

And the second can only make \$20 max, from each person.

If 10,000 people visit both.

The most the second business can make if all 10,000 buy is:

\$200,000

But the first company can make:

\$2,990,000

Now, that's if 100% convert but you see the massive difference, right?

So, if you could add a rung to a value ladder that isn't complete on the front-end.

And say I want 30% of all sales for creating this, an ebook for example.

Then it's sells for \$25 but get's 10,000 people who buy it...

That's \$250,000 in sales with \$75,000 to you.