

I tried to create a non - spam, value teasing email. Break it down Gs.

Subject Line: This hit close to home for me...

Hey Rory 🙌, as a bodybuilder and someone who was disqualified from service, I appreciate your recent post about success hitting differently because nobody believed me when I told them I would lose all of my weight and drop down to 7% bodyfat year round.

I wanted to try a new style of workout and that's where I came across your page on the internet. I am looking for a fitness brand to partner with and believe you might be the right person to reach out to.

I know your biggest traffic source is Instagram, however I had some ideas for ways you can bring in even more leads to your training programs through an unorthodox method I call the "PAS" funnel. This will take people from your traffic source and intrigue your audience to check out your other products.

I started creating a sample for your audience and plan to add it to my portfolio. Do you mind if I send it over to you when it's finished?

With ENERGY,

Landon