

SL:

Hey [Company name],

I love the product you promote and I believe health is one of the most important things in life.

I have been researching both your product and your competitors. I like how you get interest on social media and what you guys did with the training app.

However, you're missing out on large opportunities for growth. I have noticed that you do not have any higher-end or lower-end products, and diversifying your product line can lead to significant growth.

Adding these to your company would allow you to reach a larger audience, and it will familiarize people with your branding to get them to transition from entry-level products, towards higher-priced offerings.

If any of this interests you, I do have several ideas that I'd be willing to share with you, just let me know if you'd like to hear them.

Thank you,
{my name}
[my email]

SL:

Hey [Company name]

Your training program has proven to help many people achieve better and healthier lives. You are doing a great job influencing people to book with you and train with you.

I have been researching both your product and your competitors. I like how you get interest on social media and what you guys did with the training app.

I have some ideas for lower-ticket and higher-ticket products that will allow your company would allow you to reach a larger audience, and it will familiarize people with your branding to get them to transition from entry-level products, towards higher-priced offerings.

I'd love to talk more about this at your convenience, would a zoom call work?

{my name}
[my email]

