

## What do I need, Gary?

In this doc, I have documented the step-by-step process which I took to formulate my outreach & value email, as I am doing them, hence it's relatively long.

It can be easily navigated using the Outline sections, on the left.

Me:

Act as Gary Halbert, an OG copywriter with an "up-front" style.

I'd like to know what your thoughts are as to the resources I would require to create a captivating outreach email to Sara Dietschy.

She is a YouTuber who is in the media creation niche.

She makes videos around a lot of topics, from reviews on cars to app reviews and recommendations. She is also into videography, photography and has a website where she sells merchandise.

The website doesn't have a newsletter though, or email sign-up, and this is what I would want to create and pitch to her in an email, including an example 3 email sequence which would be tailored towards her and her audience.

What do you think I need to make the most effective copy for this project? Both the email reaching out, and also a short 3 email sequence included.

ChatGPT:

Well, well, well. It sounds like you've got your work cut out for you, my friend.

If you want to create a captivating outreach email to Sara Dietschy, the first thing you'll need is a deep understanding of her brand and her audience. What are her followers interested in? What kinds of content do they engage with the most? You need to answer these questions before you can even begin to craft your message.

Next, you'll need to come up with a strong hook that grabs her attention right from the start. A catchy subject line and opening sentence can make all the difference when it comes to getting your message read.

When it comes to the email sequence, remember that it's not all about you. You need to provide value to Sara and her audience. Think about what types of content or resources would be most helpful to them, and craft your sequence around that. And don't forget to include clear

calls-to-action in each email, encouraging her subscribers to sign up for her newsletter or purchase her merchandise.

In terms of resources, you'll need to invest time in researching and understanding Sara's brand and audience, as well as crafting compelling copy that resonates with them. You may also want to invest in some design resources to create visually appealing emails and graphics.

But above all, remember that the key to success is understanding your target audience and providing them with real value. Keep that in mind, and you'll be well on your way to crafting a winning outreach email and email sequence.

Best of luck to you!

ChatG - I mean, Gary.

## Subject Lines

Me:

Could you provide 20 potential email subject lines that YOU, Gary, would write to grab Sara Dietschy's attention?

This will be the subject line for my initial cold-email outreach to her, where I will include the example 3-email sequence.

The goal of this email is to make her interested in working with me, to provide a high-quality copywriting service to upgrade her website.

6 words maximum, be bold.

Don't make it seem suspicious, so don't promise anything in the title such as "double your audience!"

But also make it captivating, make her have a burning urge to open the email.

A good example would be something like "What's your thoughts on this?"

ChatGPT:

- Elevate Your Brand with Engaging Content
- Ready to Take Your Website Higher?
- Discover How to Boost Your Reach
- The Secret to Standing Out Online
- A Fresh Perspective on Your Site
- Unlock Your Site's Full Potential

- Want More Traffic and Engagement?
- Transform Your Site into a Magnet
- Ignite Your Site's Potential with Us
- Make Your Site Unforgettable
- Elevate Your Site's Performance Today
- Increase Your Site's Credibility and Sales
- Freshen Up Your Website's Messaging
- Reinvent Your Website with Our Help
- Revamp Your Website for Maximum Results
- Say Goodbye to Dull Website Copy
- From Boring to Engaging: Our Services
- Your Site Deserves to Be Unforgettable
- The Game-Changing Upgrade Your Site Needs
- Transform Your Site's Content Strategy Today

Note:

I don't like these too much, so I will continue with ChatGPT in future messages, and see if it gives me one that I like.

## Outreach Email

Me:

Create an email text body written as if YOU are Gary Halbert, writing to approach Sara Dietschy.

You want to approach her in YOUR style.

Compliment her work, such as her video explaining why everyone switched to DaVinci resolve, and how it made you consider it heavily yourself.

The point of this email is that she has no email sign-up that is visible on her website, and no newsletter as far as you are aware.

YOU Can fix this, generating more sales for her. All she needs to do is just keep reading the email.

Ask her if she'd like to arrange a call if it's something she's interested in.

You will be attaching an example 3 email sequence as free value. (Talk about this, but don't actually do it, yet)

Write this in a bold way in YOUR style, but also don't be overly "sales-y" such as "I have the fix for you!" etc.

ChatGPT:

Subject Line: Sara, A Question For You

Hey Sara,

I hope this email finds you doing great. I came across your video on why everyone switched to Davinci Resolve and I must say, I was impressed by your level of insight into the topic.

Your work is amazing, and it got me thinking. I noticed that there is no email sign up visible on your website. And as far as I am aware, you don't have a newsletter either. I believe this could be limiting your potential to generate more sales.

But, the good news is that I can fix this for you.

I have some ideas that can help you get started on building an email list that could potentially skyrocket your sales. And, as a gesture of goodwill, I would like to share a 3-email sequence example that is tailored to your audience.

I understand that you are busy, but if this sounds like something you might be interested in, I would love to set up a quick call with you to discuss this further.

What do you think?

Best regards,

Gary Halbert.

Note: I love the subject line, and like the idea of this email, however, despite me asking GPT to try and refrain from sounding salesy, it still included some things which I dislike, such as "the good news is that I can fix this for you".

Now, I could just remove this, but this is an AI challenge, right?

Me:

Make it sound less sales like, Gary.

I dont like how you said "the good news is I can fix this for you".

It's very cliché and over-done.

Also, please include that there is a free value 3 email sequence that is built around her and her audience from the ground up, so she can check out a personalised example before making any considerations.

ChatGPT:

I hope this email finds you well. I came across your video on why everyone switched to DaVinci Resolve, and I must say, it was impressive. As a premiere pro user, it seriously made me consider switching. Your dedication to educating your audience and creating quality content is inspiring!

However, once on your website, I noticed that you don't have a visible email sign-up form, and as far as I'm aware, you don't have a newsletter.

I believe this is a missed opportunity to connect with your audience and additionally provide you with revenue.

That's where I believe my skill set would be useful. I specialize in copywriting services, and can help you set up an email marketing strategy that will work for your brand. Instead of bombarding your subscribers with generic emails, my focus is on creating personalized content that resonates with your audience and keeps them engaged.

I understand that you may not be familiar with this approach, so I'd like to offer you a free value 3 email sequence that is built around you and your audience from the ground up. This personalized example will give you a clear idea of what I can do for you.

If this is something that interests you, I'd love to arrange a call to discuss it further.

Best regards,  
Gary

Note: Much better. I like the approach, content, and closure. This is the one that I will go ahead with, and use my brain to tweak to sound more like me, and a little more human.

Altered:

I hope this email finds you well!

I came across your video on why everyone switched to DaVinci Resolve, and I must say, it was impressive. As a premiere pro user, it seriously made me consider switching. Your dedication to educating your audience and creating quality content is inspiring!

From there, I noticed you have a website linked where you have merchandise, your work, projects, etc. When I was there I noticed that you don't have a visible email sign-up form, and as far as I'm aware, you don't have a newsletter.

I personally believe this is a missed opportunity to connect with your audience and additionally provide you with revenue.

And this is where I know that my skill set would be useful. I specialize in copywriting services and can help you set up an email marketing strategy that will work for your brand. Instead of bombarding your subscribers with generic emails, my focus is on creating personalized content that resonates with your audience and keeps them engaged.

I understand that you may want to check out an example before you make any considerations, so I'd like to offer you a free value 3 email sequence that is built around you and your audience from the ground up. It's included underneath this email, and will give you a clear idea of what I can do for you.

If this is something that interests you, I'd love to arrange a call to discuss it further.

All the best,  
Josh

Note: Cool! I think that looks good, I'm definitely happy with it.

After comparing it with submissions in #outreach\_lab I believe that I have the framework for a good outreach, using just AI and 5% of my brain.

I'll now submit it to that channel, and see what student feedback I will receive.

In the meantime, I'll get back to asking GPT for the email sequence.

## Email 1

Me:

Write a free value email for the newsletter of Sara Dietschy, a media YouTuber and Photographer/Videographer

Write me the first email in a 3 email sequence which I will include as "Free Value" in the outreach email to Sara.

This email will be written towards a newsletter list of email sign-ups she has.

The theme of the email will be free value, thanking the reader for signing up and then providing them with some free resource as a thank-you for signing up.

The free resource will be a 10-step guide to improving the readers camera work, for both photo and video media. (don't type this, it will just be said that it is included, but it will be linked on an external website or in a PDF).

In the email, write it in a bold way, which makes the reader feel like they will improve and they have started by signing up.

Write it from Saras POV, speaking to the reader

ChatGPT:

Subject: Thank You for Joining My Newsletter - Here's Your Free Guide!

Hey there!

Thank you for joining my newsletter!

I want to start off by saying how much I appreciate you being a part of my community. Your support means everything to me, and I'm excited to share valuable resources with you that I know will help you improve your photography and videography skills.

As a thank you for signing up, I've created a free guide that I believe will take your camera work to the next level. This 10-step guide is designed to help you improve both your photo and video media. I've put a lot of thought and effort into creating it, and I truly believe it will be of great value to you.

By signing up for my newsletter, you've taken the first step towards improving your craft. I hope this guide will inspire you to keep pushing your limits and exploring your creativity.

To get your hands on the guide, simply click the link below, and it will take you to an external website where you can download it for free.

[Insert Link]

I hope you find this guide helpful, and I'm looking forward to sharing more valuable resources with you in the future. If you have any questions or feedback, feel free to reply to this email.

Thanks again for being a part of my community!

Best,

Sara Dietschy

Note: I think this is a really good start. It just needs a little formatting and rearranging, and I think it's there.

Altered:

Subject: Thank You for Joining - Here's Your Free Guide!

Hey there!

Thank you for joining my newsletter!

I want to start off by saying how much I appreciate you being a part of my community. Your support means everything to me, and I'm excited to share valuable resources with you that I know will help you improve your photography, videography, and multimedia skills.

As a thank you for signing up, I've created a free guide that I believe will take your media work to the next level.

This 10-step guide is designed to help you improve both your photo and video media. I've put a lot of thought and effort into creating it, and I truly believe it will be of great value to you.

By signing up for my newsletter, you've taken the first step towards improving your craft. I hope this guide will inspire you to keep pushing your limits and exploring your creativity.

Check out my free guide below 📎

[Insert PDF or Link]

I hope you find this guide helpful, and I'm looking forward to sharing more valuable resources with you in the future.

Thanks again for being a part of my community!

Best,  
Sara Dietschy

Note: Great. Now on to the next.



## Email 2

Me:

create the second email in this sequence which is written in a similar way, but this time using HSO framework.

the purpose of this email will be to allow the reader to learn more about Sara as a person, and make them relate to her.

Also tease about a new launch she has starting which will be announced in the next email.

Write it in a human way, using both short and long sentences.

ChatGPT:

Subject: Meet the Person Behind the Camera - Plus, a Big Announcement

Hey there,

Welcome back to my newsletter! I hope you've been enjoying the content and resources I've been sharing with you so far.

Today, I wanted to take a moment to share a little bit more about myself and my journey as a media YouTuber and Photographer/Videographer. While my focus is always on creating valuable content for my audience, I believe it's important to connect with the people behind the camera as well.

I started my journey in the media world over 12 years ago, and it's been a wild ride ever since. From starting out just doing this sort of thing for fun, to creating videos that have reached hundreds of millions of people, I've learned a lot along the way.

One of the things that keeps me motivated is my passion for storytelling. I love being able to capture and share moments that inspire and connect with others.

Whether it's through my YouTube channel or my photography work, I believe that every project has the potential to make a difference.

Now, I have some exciting news to share with you. I'm launching a brand new piece of merchandise soon and I can't wait to show you. It's definitely something for everyone!

I'm not ready to reveal all the details just yet, but keep an eye on your inbox for the next newsletter, where I'll be sharing more information and where you can get it yourself.

Thank you for being a part of my journey, and for supporting my work. I couldn't do it without you!

Best,  
Sara Dietschy

Note: again, I think this is a really good start. It just needs a little formatting and rearranging.

Altered:

Subject: Meet the Person Behind the Camera PLUS a Big Announcement

Hey there!

I hope you enjoyed the 10 steps to improve your camera work I included in the last email!

Today, I wanted to take a moment to share a little bit more about myself and my journey.

While my focus is always on creating valuable content for my audience, I believe it's important to connect with the people behind the camera as well.

I started my journey in the media world over 12 years ago, and it's been a wild ride.

From starting out just doing this sort of thing for fun and reviewing random pieces of gear, to creating videos that have reached hundreds of millions of people.

I've learned a lot along the way!

One of the things that keeps me motivated is my passion for storytelling. I love being able to capture and share moments that inspire and connect with others.

Whether it's through my YouTube channel or my photography work, I believe that every project has the potential to make a difference.

Now, I have some exciting news to share with you. I'm launching a brand new piece of merchandise soon and I can't wait to show you. It's definitely something for everyone!

I'm not ready to reveal all the details just yet, but keep an eye on your inbox for the next newsletter, where I'll be sharing more information and where you can get it yourself.

Oh, and I'll be including a newsletter-exclusive discount code :)

Thank you for being a part of my journey and for supporting my work. I couldn't do it without you!

Best,  
Sara Dietschy

Note: Great. 1 more to go!

## Email 3

Me:

Now, write the final email of this email sequence. Make it be written with a DIC framework with the final goal being to drive a sale to a new piece of merchandise released.

The new merchandise that is released is a new hoodie and t-shirt design.

Don't make the email seem overly pushy. Don't sound like a salesman.

Write in a bold tone, use long and short sentences.

ChatGPT:

Subject: It's Time to Get Cozy - Check Out Our New Merchandise

Hello again,

I hope you're doing well and that you're enjoying the content and resources I've shared with you over the past few weeks. Today, I have some exciting news to share with you.

I'm thrilled to announce the launch of our brand new merchandise line! We've created some amazing new designs for hoodies and t-shirts that I know you're going to love. Whether you're looking for something comfy to wear while editing your latest project or something stylish to wear out and about, we've got you covered.

But let me tell you, these designs aren't just any old graphics slapped onto a t-shirt. We've worked hard to create unique, eye-catching designs that you won't find anywhere else. Our hoodies and t-shirts are made with high-quality materials, so you can feel as good as you look when you wear them.

I'm so proud of the new designs we've created, and I can't wait for you to check them out. So, head over to our website and take a look. And if you see something you like, go ahead and treat yourself. You deserve it!

As always, thank you for your support and for being a part of this amazing community. I can't wait to see you rocking our new merchandise!

Best,  
Sara Dietschy

P.S. Don't forget to tag me in any photos you take wearing our new merchandise - I love seeing my community showing off their style!

Note: I really like this email, especially how it included the bottom part, which adds a personal touch. Just needs some cutting/arranging.

Altered:  
Subject: It's Time to Get Cozy

Hey again!

I hope you're doing well and that you're enjoying the content and resources I've shared with you over the past few emails. Today, I have some exciting news to share with you!

I've been working for a while creating the best designs I could, and finally...

I'm thrilled to announce the launch of my brand-new merchandise line!

I've created some amazing new designs for hoodies and t-shirts that I know you're going to love.

Whether you're looking for something comfy to wear while editing your latest project or something stylish to wear out and about, we've got you covered.

But let me tell you, these designs aren't just any old graphics slapped onto a t-shirt.

I've worked hard to create unique, eye-catching designs that you won't find anywhere else.

Our hoodies and t-shirts are made with high-quality materials, so you can feel as good as you look when you wear them.

I'm so proud of the new designs, and I can't wait for you to check them out.

[So, click here and take a look.](#)

If you see something you like, go ahead and treat yourself. You deserve it!

I've also included a newsletter-exclusive 10% off code below this email :)

As always, thank you for your support and for being a part of this amazing community. I can't wait to see you rocking our new merchandise!

Best,  
Sara Dietschy

P.S. Don't forget to tag me in any photos you take wearing our new merchandise - I love seeing my community showing off their style!

DISCOUNT: newsletter010

Note: I'm happy with that! Now to draft the final document.

## Student Feedback

Note: Some feedback I received on the outreach email was about the introduction being a bit too "fan-ish", and upon review, I actually agree. So I'll remove this part from my draft.

video on why everyone switched to DaVinci Resolve, and I must say, it was impressive. As a premiere pro user, it seriously made me consider switching. Your dedication to educating your audience and creating quality content is inspiring!

From there, I noticed you have a website linked where you have merchandise, your work, projects, etc. When I was there I noticed that you don't have

**R** Ronald Blue • 1:09 PM, Mar 21 (GMT) **New**

I like how the compliment is unique. think you don't need this part. remember you're equal to the prospect, not a fan.

## Post-Review & Final Draft

After receiving some reviews, I changed my outreach slightly and altered some parts of the value emails.

I also ran the whole thing through Andrew's Spam Checker ([Find it here](#)) and altered any spam-related words.

## Subject Line: A Question For You

Hey Sara!  
I hope this email finds you well.

I came across your video on why everyone switched to DaVinci Resolve, and I must say, it was well put together. As a premiere pro user, it seriously made me consider switching.

From there, I noticed you have a website linked where you have merchandise, your work, projects, etc. When I was there I noticed that you have an email sign-up form, but haven't started a newsletter yet.

I personally believe this is a missed opportunity to connect with your audience and also provide you with additional revenue.

And this is where I know that my skill set would be useful. I specialize in copywriting services and can help you set up an email marketing strategy that will work for you.

Instead of bombarding your subscribers with generic emails, my focus is on creating personalized content that resonates with your audience and keeps them engaged.

I understand that you may want to check out an example before you make any considerations, so I've created a free 3-email sequence that is built around you and your audience from the ground up.

It's included underneath this email and will give you a clear idea of what I can do for you.

I've based it on an example of you launching a new range of merchandise, however, it could be tailored to anything relevant.

If this is something that interests you, I'd love to arrange a call to discuss it further.

If not, no worries at all, and I hope you enjoy the free emails you could implement.

All the best,  
Josh

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Email 1:  
Subject: Thank You for Joining - Free Guide Inside!

Hey there!

Thank you for joining my newsletter!

I want to start off by saying how much I appreciate you being a part of my community.

Your support means everything to me, and I'm excited to share valuable resources with you that I know will help you improve your photography, videography, and creative skills.

As a thank you for signing up, I've created a free guide that I believe will take your media work to the next level.

This 10-step guide is designed to help you improve both your photos and videos. I've put a lot of thought and effort into creating it, and I truly believe it will be a good help!

By signing up for my newsletter, you've taken the first step towards improving your craft, and I hope this guide will inspire you to keep pushing your limits and exploring your creativity.

Check out my free guide below 📌

[Insert PDF or Link]

I hope you find this guide helpful, and I'm looking forward to sharing more valuable resources with you in the future.

Thanks again for being a part of my community!

Best,  
Sara Dietschy

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Email 2:

Subject: Meet the Person Behind the Camera PLUS a Big Announcement!

Hey there!

I hope you enjoyed the 10 steps to improve your media that I included in the last email!

Today, I wanted to take a moment to share a little bit more about myself and my journey.

While my focus is always on creating valuable content for my audience, I believe it's important to connect with the people behind the camera as well.

I started my journey in the media world over 12 years ago, and it's been a wild ride.

From starting out just doing this sort of thing for fun and reviewing random pieces of gear, to creating videos that have reached hundreds of millions of people.

I've learned a lot along the way!

One of the things that keeps me motivated is my passion for storytelling. I love being able to capture and share moments that inspire and connect with others.

Whether it's through my YouTube channel or my photography work, I believe that every project has the potential to make a difference.

Now, I have some exciting news to share with you. I'm launching a brand new piece of merchandise soon and I can't wait to show you. There's definitely something for everyone!

I can't reveal all the details just yet, but keep an eye on your inbox for my next email, where I'll be sharing more information and where you can get it yourself.

Oh, and I'll be including a newsletter-exclusive code :)

Thank you for being a part of my journey and for supporting my work. I couldn't do it without you!

Best,  
Sara Dietschy

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Email 3:  
Subject: It's Time to Get Cozy

Hey again!

I hope you're doing well and that you're enjoying the content and resources I've shared with you over the past few emails. Today, I have some exciting news to share with you!

I've been working for a while creating the best designs I could, and finally...

I'm thrilled to announce the launch of my brand-new merchandise line!

I've created some amazing new designs for hoodies and t-shirts that I know you're going to love.

Whether you're looking for something comfy to wear while editing your latest project or something stylish to wear out and about, I've got you covered.

But let me tell you, these designs aren't just any old graphics slapped onto a t-shirt.



I've worked hard to create unique, eye-catching designs that you won't find anywhere else.

The hoodies and t-shirts are made with high-quality materials, so you can feel as good as you look when you wear them.

I'm so proud of the new designs, and I can't wait for you to check them out.

Take a look here! [Link to page]

If you see something you like, go ahead and treat yourself. You deserve it!

I've also included a newsletter-exclusive 10% off code below this email :)

As always, thank you for your support and for being a part of this amazing community. I can't wait to see you rocking our new merchandise!

Best,  
Sara Dietschy

P.S. Don't forget to tag me in any photos you take with my new merch - I love seeing my community showing off their style!  
@saradietschy

10% OFF: newsletter010

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Thanks, Andrew.

Thanks for this challenge, Andrew!

This is my first ever time "competing" in one, and I love how it gave me a more competitive viewpoint on the market. It's definitely going to make an impact on my further outreach.

@Joshsee // TRW