

Hello Leon,

I want to start by saying that you do a great job at differentiating yourself from other Ecommerce courses by posting new products that only your students have access to as you mentioned in your sales page video.

I have an idea that could further extend your reach. It would be beneficial if you had an opt-in pop up on your website that offers customers some free value in exchange for their email.

With their email address, daily emails could be sent out to further drive curiosity and desire for your Ecom Stride Academy.

Below I have included an example of a first email wherein customers that opt-in are provided a free guide titled "10 Common Ecommerce Mistakes You are Making and how to Avoid Them."

This email is the first step in leading your audience through an emotional journey that will compel them to purchase the Ecom Stride Academy.

I have more ideas that could foster further engagement with customers, and I would love to discuss them on a Zoom call. Would either Thursday or Friday work for you?

Best Regards,
Evan

Here is the first email:

Subject Line: Here is your "10 Common Ecommerce Mistakes You are Making and how to Avoid Them" E-Book!

Hello (name),

My name is Leon and I am so glad that you have taken an exciting and powerful first step towards a successful future in the world of Ecommerce.

As promised, here is your E-Book:

[Link to Download E-Book](#)

I hope you find this guide extremely useful in shielding yourself from simple mistakes that others so often make in Ecommerce.

I believe this is the exciting beginning of your journey, and your destination is a wildly proficient Ecommerce business!

Be on the lookout for tomorrow's email, in which I will share my inspiring story and the key ingredients that led to my success.

-Leon Green