

# Outreach 1 (bad)

**buffdudes**

subject line: increase customers with a digital marketer.

Hello Hudson!

My name is Kasper Buhl, I live in Denmark and I work as a digital marketer/growth consultant.

I want to help you in your current situation, to get to wherever you want to be as an influencer.

I loved your video on old-school boxing training and how you easily transition between each exercise to maintain people's attention. I couldn't look away and finished the video.

I saw your homepage on your website, and I think my expertise in copywriting can help you create a better looking, and attention grabbing site, to get people hooked on all the quality equipment you have, and get more and happier customers.

I would love to discuss your problems and wants in a scheduled call or meeting to help you.

If you are interested in improving your website, your youtube descriptions and more, please send me a message.

# Outreach 2 (bad)

**Juice & Toya**

Hello Juice & Toya, congrats on your marriage!

My name is Kasper Buhl, I work as a growth consultant and I want to help you overcome challenges you might face with getting

customers to buy, and to get more customers to your website. To show you my expertise, I made an email to use in your newsletter. You can use it for free if you want.

[https://docs.google.com/document/d/1YKbC\\_zV\\_64wtYujF5uC1i8o2uTdTPU\\_7NXgD4270VQU/edit?usp=sharing](https://docs.google.com/document/d/1YKbC_zV_64wtYujF5uC1i8o2uTdTPU_7NXgD4270VQU/edit?usp=sharing). I want you to grow to the moon. If any of this sounds interesting, we can schedule a call where we can get to know each other a little more, what you want out of this, and about your situation online so I can help as best as possible.

## Outreach 3 (bad)

### **Garage Gym Reviews: My first version:**

Hey Gym Reviews!

My name is Kasper Buhl and I am a digital marketer.

I saw your website, and I myself have an interest in weights and equipment, and all the options overwhelmed me.

To overcome this, I suggest that you create a survey that people can take if they don't know what to buy or what they really are looking for. This creates a more personalized product to each customer, they will buy the recommended products happily, knowing that it was the best choice for them.

You can implement this free of charge, but if you want more to add and more to improve on your website or newsletter, I am more than happy to schedule a call with you at a time we can discuss later. We

do the planning and I do the writing, so you can just relax and focus on what you find interesting.

## Outreach 4 (bad)

### **Ai version**

My name is [Your Name], and I'm a digital marketer with a passion for fitness and equipment.

I recently visited your website and was impressed by the wealth of information you provide. However, I couldn't help but notice that navigating through the various options can be overwhelming for someone looking to make a purchase.

I'd like to suggest an idea that could enhance your user experience and drive customer satisfaction.

Consider implementing a user-friendly survey that helps individuals determine the best fitness equipment for their specific needs and goals.

This personalized approach can lead to happier customers who are confident in their purchasing decisions. I believe that this addition can be made at no cost to you.

However, if you're interested in further improving your website or enhancing your newsletter content, I'd be delighted to discuss how my expertise can contribute to your success. Could we schedule a brief call at your convenience to explore this idea in more detail?

I'm confident that together, we can make your website an even more valuable resource for fitness enthusiasts.

Thank you for considering my suggestion. I look forward to the possibility of collaborating with you. Best regards,

## Outreach 5 (ok)

### **condensed, better version:**

I'm Kasper Buhl, a digital marketer with a passion for fitness and equipment.

Your website caught my attention, but I noticed an opportunity to improve user experience.

Consider adding a free survey to help customers find the right fitness equipment.

It enhances personalization and customer satisfaction. I'd be happy to discuss this idea further.

This was just the first thing I saw, and there are many things that I can add and improve to increase customer experience and sales, at the same time.

I'm confident that together, we can make your website an even more valuable resource for fitness enthusiasts.

Let's schedule a call to explore how it can benefit your website and users, and what you want out of this

partnership and what I can provide for you in your current situation to improve it. Best regards. Kasper Buhl.

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## Outreach 6 (okay)

SL: Get your goals fulfilled and increase engagement, FOR FREE.

Hello Yahya, what if I gave you a website and a free newsletter, specifically made for you and your brand?

Your brand designs on IG are cool, but your descriptions are kinda bland, and you don't have a site to further promote and advertise service. You also don't have a Newsletter that can make it easier to get your customers to buy.

- You will get more customers with the website, make you look more professional and show testimonials for clients you have worked with.
- You will make your sceptical and confused customers easier to influence through the free newsletter, and it will be easier to get them to buy.

The newsletter is FREE OF CHARGE, don't have to pay me, and in return you will send a testimonial of how my service and partnership with you. The website you have to buy yourself and we can build on it together, or you could pay me to buy a website.

If you want to work together, DM me back to let me know and we can discuss your situation and goals in the DMs, or on a call.

Authenticity

Kasper Buhl.

contact me through instagram:

<https://www.instagram.com/kaperbuhl/>

## Outreach 7 (better)

### **Subject line:**

Hey (personal name), love your cartoon combination with ben 10 and dragon ball Z. It is a really creative idea and I think the best one was the big and muscular one.

I am a growth consultant, and I specialize in startups and freelancers.

Your post gets great engagement, but I think you can add a call to action in your posts, so when they see your post, they follow you, share the post or get them to look at your website.

Could we schedule a time next week to discuss how you could increase followers for your account?

## Follow-up 1 (okay)

### **Follow-up:**

Hey Isaiah,

I'd like to circle back to my previous message about improving your social media descriptions to boost engagement and sales.

If you're interested in discussing this further, let's schedule a brief chat at your convenience to dive into your goals and challenges.

## Outreach 8 (great)

Hey Alice, congrats on your viral video. almost 87K likes!

Your page is nicely built and gets good engagement, and with the viral video you made, I know you have potential to get a lot of followers.

I'm a growth consultant and I work with creators just like you.



With your video formula, I truly think you can reach the stars and start getting a lot of customers to your website.

I can help you with your videos if you want, and I also have other ideas that would get more people to work with you.

Are you open to talk more about how we can boost your account, maybe sometime next week?

Warm regards

Kasper.

## Outreach 8.2 (greater than outreach 8)

Hey Gina, your unique art style. I especially love the Fontainesband inspired one 👍.

Your page is nicely built, and I know you have potential to get a lot of followers.

I'm a growth consultant and I work with creators just like you.

With your creative art, and my persuasive words and marketing, I truly think you can start to see real growth.

Reels are great, because they can get you extra engagement. I can also help come up with video ideas and edit them if you want, and I also have other ideas that would get more people to work with you.

If you are interested, we can schedule a time to talk more about how I can boost your account, maybe sometime next week?

Warm regards

Kasper.