

SL: Something cool

Hey Matt,

I was scrolling on Facebook when a video of your beginner MMA class popped up.

That double leg looked smooth, by the way: it shows the quality of the coaches at your gym. I can definitely see it encouraging people to learn MMA and make a positive change.

Out of curiosity about what you had to offer, I checked out your website and noticed that there was no opt-in page.

This is a tactic that many successful businesses use to convert visitors into customers.

In fact, I've already started making one for you for free, as I believe that you're genuinely changing people's lives.

Would you like me to send it over when I'm finished?

Best regards,
Brendan