

SI: The single tweak for your website

Hey Brent,

After watching “3 Technique Secrets From The Olympic Champ” on Effortless Swimming I clicked the link on your bio and redirected myself to your website, made some changes to it to help you get more people to join your membership and decided to email you.

I noticed that you can optimize your Homepage so it’s better at making people choose your membership plans by amplifying some of the dream outcomes of most swimmers.

I liked how you keep bringing value to swimmers through your youtube content so I took the liberty of rewriting your bullet points and the headline after your testimonials to show some appreciation for your effort.

These membership marketing tactics are made to lead the reader to click on the subscription button, I expect this to bring value to your business.

I have attached it to this email for your convenience.

Best regards,
Emanuel Silva

(not inserted in the email)

How do I get someone to trust me

1-social proof

2-Indicators of authority

3-indicators of competency

4-Relatability and likeability

Please let me know a time and date this week that works for you, and I will check my availability to schedule the call.

I look forward to hearing back from you soon.

difficulty with breathing while swimming, which is a common challenge for many swimmers

reducing the likelihood of gasping or swallowing water.