

Hello, [Name]!

I was scrolling through YouTube looking for videos on [Searching For] until your video on [Video About] popped up on my screen!

You know, before watching your video, I always thought [X]. You taught me [Y].

So, I took a look at your website and realized that your [Product] product page could be outperforming other competing businesses.

An idea we can implement is separating the product page from the main page of your website to convey a more clear, more concise message to newcomers.

I strongly believe that your business can be taken to a whole nother level so I have some strategies that we can implement to turn new, cold visitors into life-long consumers.

Would you be opposed to receiving them?

All the best,  
Jimmy Liang

**Reply:** I normally don't respond to these ....10+ messages I get a day stating the same thing. But I'm curious, what is all this spam about. I do work with a consultant already, so I'm not going to pay you first. The only way I would work with anyone in this "space" is a rev share deal. If that works, let me know what you do.

## Follow Up Email:

Hey, [Name]!

I understand how you feel when you're bombarded with spam and hate it as much as you do.

So, I'll cut to the chase.

In this attention-based economy we live in today, it is vital to gain access to your audience's mind.

Once you have access to their mind, you'll be able to sell anything and everything to benefit them.

There's a tactic to forever live inside anyone's mind.

It's a way of manipulating the reader.

I know what you're thinking, and no, I won't be shaming your audience or bending them towards my will.

It's called the "ah-me" method because the reader is:

1. Surprised by the information. (ah!)
2. Feels accepted/a part of the information. (Me?)

The "ah-me" strategy can be easily implemented across all social media platforms. (Including YouTube, Instagram, and Facebook)

If you're interested, I would like to provide you with some more insights on the "ah-me" method.

Would you be opposed to me stealing 15 minutes of your time over call sometime this week?