

Cold outreach (Email) #3

Their mission:

Her mission is to “to reach as many people as physically possible with the amazing and life-changing message of yoga”

She wants to make money from her business and live a comfortable life with her kids + spread the message of yoga.

Hypothesis:

ads, website and email sequence

3 - Write a personalised outreach message to them following the principles in the [lessons](#). Aim for maximum impact

SL:

1. The Approach To Maximise The Reach Of Your Amazon E-Books
2. If it ain't broken, don't fix it
3. The Good ol' Connections Will Change Your Reach
4. No More Overboard Sales Outreach,
5. Cold Outreach Strategy Guarantees Higher Return
6. Transfer Chriskayoga's Warm Outreach To Cold
7. Cold Techniques To Improve Your Landing Page
8. Did You Consider Warm Targeting?
9. The Forgotten Language Will Change Your Reach
10. Warmed Vs Cold Outreach

Body:

Hello Christina,

I noticed that your website is using warm targeting strategies to promote your books.

Which is great for an engaged audience but isn't optimal for people who aren't as dedicated to yoga yet.

An improvement to your page would be to apply 3 cold methods to your page:

- 1) Using your personal stories (i.e pregnancy or struggles with yoga) to connect with your reader
- 2) Being the yoga 'Guru' with your 500 hours as an instructor
- 3) Adding funnels to build up your audience

Observing your bio, your goal is to spread the life-changing message of yoga.

With these easy fixes, except for the third, you'll achieve it by expanding your reach to warm and cold audiences.

If you could specify your goals, I will make a free landing page applying these methods for you Christina.

Hao Nguyen

P.S. This can be applied to other parts of your outreach not just the landing page.