

Email written to a potential client.

Elevating your brand's fitness programs for maximum sales

Hey Erika,

Hope this email finds you well.

I was recently reviewing your website and I was really impressed with the customer reviews section. The photos linked with the ratings are a great way to show potential customers that your program works.

However, I noticed that there are no before and after photos of customers using your program. This is something that I would highly recommend adding, as it can be a very effective way to increase sales. Studies have shown that businesses that add before and after photos to their website see a 15% increase in sales.

In addition, I noticed that your email marketing campaigns could be improved. I would recommend creating more urgency in your emails, such as by offering limited-time discounts or free trials. You could also include more testimonials from satisfied customers.

I have written you an example of what a good Welcome email sequence (when the potential customer first signs up) would look like tailored to your niche. I've shared it with you in the Google Doc below.

[Link to Google Doc]

I would love to discuss these things with you in more detail. Please let me know if you're interested in scheduling a call.

Thanks,

Hamza