

General Stats:

Email subscribers: 4000+

Average Open Rate: 30%

Average Click Through Rate (CTR): 0.4%

Funnel (how they subscribed to the email list):

- Scrolling on TikTok.
- Comes across a post and finds the product interesting.
- Goes to the profile and clicks the link in bio.
- Scrolls through the website to find the product and after a few seconds (about 7) meets with a newsletter sign up pop up.
- Sees that there is a 10% discount.
- Thinks that it could be good to get a discount on his first purchase.
- Enters his email.

Course 1	Course 2
<ul style="list-style-type: none">• Goes to his Gmail and clicks on the welcome email.• Clicks on the discount button.• Goes back to finding the product.	<ul style="list-style-type: none">• Doesn't go to Gmail cause he wants to finalize the product first.• Goes to find the product.

Course 1	Course 2	Course 3
<ul style="list-style-type: none">• Finds the product.• Clicks on the image.• Looks at the price.• Thinks that it's too expensive.• Goes back to scrolling.	<ul style="list-style-type: none">• Finds the product.• Clicks on the image.• Adds it to the cart.• But decides that he wants to think it over.	<ul style="list-style-type: none">• Finds the product.• Clicks on the image.• Adds it to the cart.• Due to some emergency, leaves.

Bad Outcome:

Low sales through the email newsletter.

Factors that could contribute to it:

- TikTok attention span.
 - Are broke.
 - Poor product designs.
 - Think that the products are too expensive.
 - Are youngsters (cause TikTok has a young audience).
 - Dont trust emails (They think that the button might hack their device or some shit).
 - Small email list
- Certainly! Here are 30 potential reasons why your email campaigns might have a high open rate but a low click-through rate:
- Unclear Call-to-Action (CTA)
 - Irrelevant Content
 - Boring Design
 - Poor Mobile Optimization
 - Generic Subject Lines.
 - Lack of Personalization
 - Wrong Audience
 - Frequency of Emails
 - Bad Timing
 - Competing Offers
 - Weak Value Proposition
 - Trust Issues
 - Email Fatigue (People might be opening my emails out of habit but not engaging because they're tired of receiving similar content)
 - Competitive Environment
 - Lack of Urgency
 - No Clear Benefit
 - Boring Content
 - No Visual Hierarchy
 - Negative Experiences
 - Unappealing Images
 - Overly Promotional

3 examples of emails (screenshots):

Notes:

- The results are of within 24 hours
- About 2 days after the email is sent the open rate increases drastically but the CTR remains somewhat similar.

Email-1:

Subject Line: Attention All Berserk Fans!!

GymShackles



15% OFF...

On The Entire Berserk Collection!

This is your time to look and feel like Guts!

Use code: GRIFFITHSUCKS at checkout, or click the link below to automatically apply the code to your order.

The Code will expire in 2 days, so hurry up!

Click Here!

Offer valid Jun 7, 2024 - Jun 9, 2024



Berserk Compression Shirt

€39.99 €29.99

Buy Now!



Berserk Hoodie

€59.99 €39.99

Buy Now!



Berserk Chain
~~€15.99~~ €12.99

Shop now



GymShackles 2-in-1
Compression Shorts
€39.99

Shop now

GymShackles

[Unsubscribe](#)

© 2024 GymShackles

Results:

Orders			
Total orders	Total sales	Average order value	First-time customers
0	€0.00	€0.00	—
Performance			
Opened	Clicked	Reported as spam	Unsubscribed
647 15.2% open rate >	4 0.1% click rate >	0 >	1 >
Delivered	Bounced		
4,262 >	44 >		

Email-2: THIS EMAIL WAS SENT AFTER 3 MONTHS OF INACTIVITY

Subject Line: The Day Everybody's Been Waiting For...

GymShackles



15% OFF...

On The Entire Clothing Line!

Use code: **GYMCLOTHES15** at checkout, or click the link below to automatically apply the discount to your order.

The Code will expire in **4 days**, so hurry up!

Apply discount

Offer valid May 6, 2024 - May 22, 2024



Berserk Compression Shirt

~~€39.99~~ €29.99

Buy Now!



Sam Sulek Oversize Pants

~~€34.99~~ €29.99

Buy Now!



Berserk Hoodie

~~€59.99~~ €39.99

Buy Now!



GymShackles Arnold Shirt

~~€34.99~~ €24.99

Buy Now!

GymShackles

[Unsubscribe](#)

© 2024 GymShackles

Results:

Orders			
Total orders	Total sales	Average order value	First-time customers
1	€25.50	€25.50	—
Performance			
Opened	Clicked	Reported as spam	Unsubscribed
1,241 30.1% open rate >	13 0.3% click rate >	0 >	3 >
Delivered	Bounced		
4,126 >	116 >		

Email-3:

Subject Line: Missing Out On Gains?

GymShackles

You have been working REALLY hard at the gym.

Endless reps. sets, and workouts.

But it feels like you're going nowhere.

Your current gains are NOT worth the effort.

And it's not your fault...

It's your ability to focus.

Study shows that if you focus on a muscle group while doing a workout, you will have significantly higher gains.

But how can you focus?

You're always thinking...

Why did that chick look at me?

What might she be thinking about me?

Do I look funny?

All these questions running a marathon in your head.

But there is a solution...

When you click the button below you'll find the solution to UNLIMITED focus.

Cheers,
GymShackles

Unlimited Focus!

GymShackles

[Unsubscribe](#)

© 2024 GymShackles

Results:

Total orders 0	Total sales €0.00	Average order value €0.00	First-time customers —
Performance			
Opened 392 15.9% open rate >	Clicked 2 0.1% click rate >	Reported as spam 0 >	Unsubscribed 1 >
Delivered 2,468 >	Bounced 69 >		

Email-4:

Subject Line: Wtf Are You So Afraid Of?

GymShackles

Ever thought about what you're most afraid of?

Is it the fear of losing in front of people?

Is it fear of women?

What are you most afraid of and why?

Well... the "what" part is for you to decide.

But the why part I can help with...

What if I told you I had something that you could use to get rid of fear forever?

Something that will make you **the most confident chad** at your gym.

You'll even have the balls to go talk to your gym crush.

If you want to take the next step, click the button below.

Keep grinding,
GymShackles

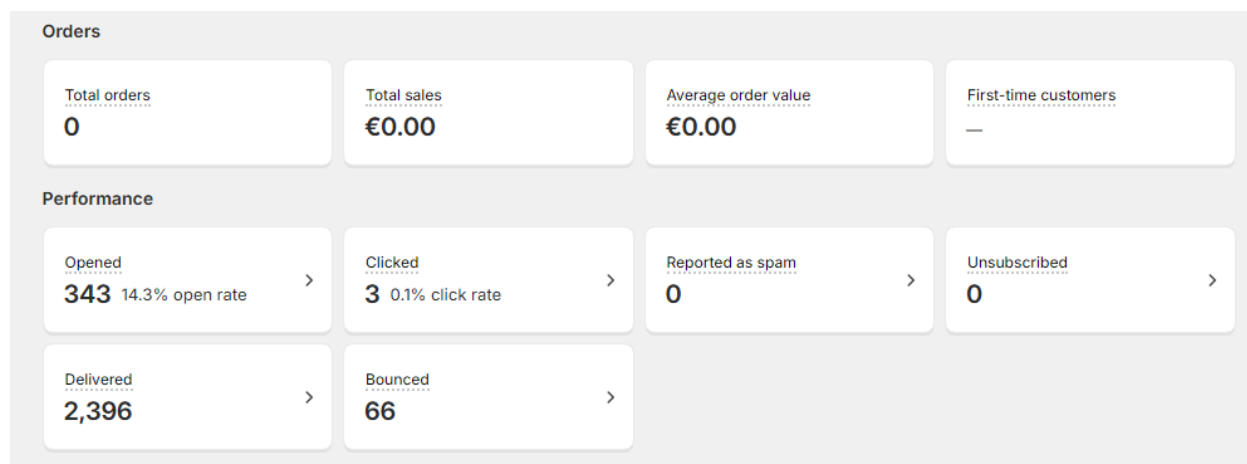
Click Here!

GymShackles

Unsubscribe

© 2024 GymShackles

Results:



What I have tried:

- I have tried changing what I target with my copy. Things like desire, pain, identity, etc.
- I have gotten several prices of my emails reviewed several times by several different people (one of those was a G from the SM&CA campus who has made over \$10k, and also got it reviewed several times by several different captains from the copy campus).
- I have tried the salesy approach, and the approach suggested by Professor Dylan (i.e. 1 sales email and then 3 nurture emails). - The audience loved the nurture emails, but CTR reminded same.
- I saw a lesson from Captain Tyler from the SM&CA campus, and he said that he was in a similar situation a few months ago.
Short summary: He had a coach as a client and his audience loved his emails (that captain made for his client). Then he got a client who had an ecom store, and after weeks and weeks, the email open rates were dropping, the CTR was dropping, and even more and more people were unsubscribing from the email list. So he tried the only promo emails route. Short punchy emails with pics. He didnt understand why, but this is what happened. I tried the same thing, but nothing changed.

Here is the link to the lesson (you'll have to type "email" in the search bar for it to come up.

- I have tried different subject lines, different CTAs, and different tone in my copy.
- I even tested slightly different audiences.
- Juice (dont know his real name) recommended me to watch a summary of the anime Berserk as my client has quite a few of those products. So I watched that summary, got an idea of the audience, then tried the Berserk anime approach as well. But no response... still.

SUGGESTIONS HERE:

Table-1:

--

Table-2:

--

Table-3:

--

Table-4

--

Table-5:

--

Table-6:

--