

I saw a short video of someone saying "eating Ice cream before his runs don't spike his glucose". I'm a big fan of Keto... and Ice cream and that's how I found you.

Through Fit Tracker as I was looking for monitors. I saw your description...

STEVE FROST | CHIEF BRAND OFFICER

Youtuber, Influencer, Investor. BAMF.

It made me laugh because other descriptions said something lame like... 9 Years In Medical Devices or Continuous Improvement Engineer.

I got Brandon Carter vibes so I checked out your content and socials. But I couldn't figure out your main goal as an influencer. So I have two questions for you...

Is online fitness training your main focus? And Two. How does McDonald's make WAP burgers so wet without any seed oils? I'm just playin'. I didn't know that about McDonald's.

I did notice two easy-to-fix problems for your website and thought I'd share them with you. Hence this email.

- No testimonials. Testimonials can increase conversion rates by up to 32%, and when people are deciding whether to use your business, positive testimonials make them 72% more likely to trust you.
- No email sign-up form. This helps you keep track of who wants to hear from you and keeps them coming back. You can use it on social media, blogs, or websites to let people sign up and get your updates.

The best influencers such as Jeremy Ethier and Thomas DeLauer use both of them.

I have a few other ideas that can enhance the effectiveness of these strategies. But, I am unsure if your goal as an influencer is to help people achieve their dream physique. While making a bunch of money as an Online Trainer.

If it is, reply "BAMF ideas" and we can set up a quick 15-minute call to discuss them.

Thanks

Caleb