

Thank you for reviewing my Outreach!

Where is my Prospect?

Their main problem is that they don't have enough conversions from people that go on their website to actually buying their products and they don't know why. They are frustrated, because all their effort on social media and expanding their range of products is not paying off.

Where do I want them to go?

I want them to be interested and hop on a sales call with me, so I get to know them, understand their context + goals so I can see if they're a good fit.

What steps do I need them to take?

They have to believe me → personalized and tailored

They have to care want my offer → relevant, specific

They should want to answer → teasing more ideas that are relevant and intriguing

Message:

SL: Brief Idea for Your Clinical Physio Membership

Hey Clinical Physio Team,

Great video about TENS that Khalid you shared on your YouTube yesterday! (The evidence around the topic really sucks, doesn't it?)

I had an idea for some headlines that you can use on your membership website to grab more people's attention so that they will watch your whole 4 minute video and click on the sign-up button.

They're pasted right below this message, so take a look 📌

If you like them, I have a few other ideas for you to get more conversions for your membership (driving more people to your website and a powerful new strategy for your email newsletter)

Thanks,

Ben

Let me know what you think 📌

[Free Value]