

## **Scroll down for the DRAFT**

Subject line: Thought you might like this

Hi Mo,

I've been following and watching you recently; not in that "creepy/stalkery" type of way. Rather, I can't help but watch every piece of content you're putting out there.

After I watched your latest video on the results of your MRI scan, I felt a strange sensation all over my body. I got flooded with thoughts and emotions when I pictured myself in your situation.

You have done an outstanding job, and I have a lot of respect for your hard work and dedication. I can't imagine how surprised your audience was when they saw your journey. They're most likely sitting at the edge of their seats, eager for you to promote your fitness coaching service.

I immediately went to look for your website. And somehow, alongside your very well made website, I realized something very interesting...

With my understanding of marketing. I understand that you don't have much time to focus on driving more traffic to your website, given your fitness career and your leg condition.

I was practicing my new DIC strategy that you can apply in IG descriptions, FB ads, etc.

Would you like to test these out?

Generously,  
- Branislav

Draft 1:  
SL - Insta boost?

Hi Mo,

My friend told me about your journey and how after 2 surgeries you still managed to be in the best shape of your life.

You proved that bad days are necessary for good days to feel as good. I immediately loved it. You can even feel it when you're having a bad day after a bad day, you know a good one is coming. I appreciate you sharing that message man.

While scrolling through your insta, a thunder-like fast idea flashed through my brain.

I remembered that I was practicing a new strategy that I'd seen work in the Python programming niche. It can apply to any short text like Facebook Ads, Insta descriptions, etc.

Would you like to test it out?

Generously,  
- Branislav

**Draft 2:**  
Supercharge, Boost, Elevate, Transform  
SL - Power up your Instagram presence  
Hi Mo,

I came across your IG through the Huge Supplements page and was really impressed by your journey. Despite facing 2 surgeries, you've managed to achieve an incredible level of fitness and "Live life before it ends". That's truly inspiring.

I noticed that you use Instagram to promote your coaching services, and a thunder-like fast memory flashed into my brain. I've been testing a new strategy that I saw work in the organic food industry. I call it the "DIC framework" and you can apply it to help you stand out even more on Instagram.

I know you're a busy man so if you can just respond with a simple "Yes" I'll gladly send it over.

Generously,  
- Branislav

Actual research report:

Live life before it ends, yt description

Just went skydiving, and multiple times before

Had 2 life-changing surgeries