

Cold outreach  
Hello Mr. DAVID

I trust this message finds you well. I stumbled upon your channel a few months ago while on a quest to find solutions for my back and neck pain, as well as to enhance my forward head and hunchback posture. As a digital marketing expert accustomed to spending long hours at my desk, your exercises have been a game-changer, alleviating my pain and significantly improving my posture. Since then I have started regularly watching your videos and delving into the insightful blogs on your website.

Having deeply benefited from your content, I wanted to share some insights that could potentially enhance your marketing methods, particularly in optimizing the conversion rates for your two paid courses. After successfully implementing these strategies with competitors in your market and others, I'm confident they hold substantial potential to yield positive results for your business, since you already have enough attention through social media especially youtube, so all we need to do is monetize that attention to maximize profit. Here are three strategies I suggest:

**1/ Implement a tiered product structure:** Introduce low ticket, mid ticket, and high ticket products. This establishes a value ladder, gradually building trust and enhancing your credibility.

**2/ Enhance your website copy:** Utilize proven formats such as HSO (Hook, Story, Offer), DIC (Disrupt, Intrigue, Click), and PAS (Pain/Desire, Amplify, Solution) to trigger emotions and amplify curiosity, thereby increasing engagement.

**3/ Refine website design and color scheme:** Align these elements seamlessly with your brand and target market to create a cohesive and visually appealing online presence.

If you're interested, I'd be delighted to provide examples based on these strategies. Additionally, we could delve into more details through a Zoom call to explore how these ideas can be implemented in real life. I'm eager to discuss the potential for a fruitful partnership in the near future.

Best regards,  
Mohamed

Hello David,

I came across your website when I was looking for some exercises to heal my back pain, and your content was helpful.

I've worked with many other chiropractors, and few things that really made a difference for them was having a slightly different look on their websites, and implementing a tiered

product structure (from low ticket to high ticket product), and it incredibly increased their conversions.

I'm confident that would work for you since you have enough attention in social media.

If you're interested and you want to get higher reach, get more clients just let me know.

I'd love to show you these strategies and apply them to your business.