

## Subject Line: Appreciate your work

Hey Ken and Dr.Thierry,

Your video on IG about how to recognize low testosterone in men showed a perspective many people don't consider. It truly shines on the issues men experience like "depression" and the "inability to make decisions".

Honestly had the crowd sold on getting started, yet, your post could garner far more attention to your services.

Businesses in the hormone therapy market like; "marekhealth", "hendrxhealth", and "aspirerejuvenation" were seeing success with IG / FaceBook posts that have;

- Overall extremely educational content.
- Creative thumbnails that boost views
- Algorithm leveraging hashtags
- Relatable captions full of emotional triggers
- Compelling CTA's (Calls to action) that gets the reader off the post and onto your site

I made a few Instagram Ads that will appeal to a different segment in the market. With this you increase your reach and heighten the traffic to your product.

went ahead and wrote a few quick examples of high-converting captions / infographics that you can use to maximize awareness to your brand / services.

Down below I've linked a 2min loom video that showcases these in greater detail.

If you would like to discuss turning these examples into strategies, let me know.

Best of luck,  
Joshua Rivera