

Email outreach and testing tracking

Links to find resources:

- ▶ Best SMMA Cold Email Template 2024 (10,000+ Meetings Booked)
- ▶ 10 Cold Email Templates That Got Me 350+ SMMA Clients
- ▶ BEST SMMA Cold Email Sequence To Get Clients 2024

Files:

- 📄 10 Cold Emails That Got me 200+ Clients

Cold emails principles: 📄 How To Write Cold Emails That Get Clients (Masterclass)

Tips:

- Add “sent from my iphone” at the end of the email
- Add a ps saying that is not an automated email and that you are a real person
- Don’t talk about the features the hows but focus on the outcome
- Instead of pushing them to have a call ask them what there schedule is so you can connect of the next week and so
- See email 7 and 8 and 10
- Add a screenshot of their website before the ps section

Idea for humorous cold email;

Hey [name] I want to get 10 clients this month and I want to send you more information. Would you kill me and my whole family if I sent it ?

Coming Soon

Bellow

(be specific so we can help you more accurately)

1. Ideas of pattern interrupts for cold email:

- Start with a weird and different subject line or lead, it has to be interesting and unusual for them to receive something like that
- You can have an unrelated start of the email then use it to transition into the main goal of the email
- You can use a funny or unusual or weird metaphor to present the problem at the start of the email then transition into the main body
- You can take a screenshot of the issue they have or an interesting image or gif or unusual image or meme.
- Use some colors

Email 1: hypothesis 1: This subject line will get high open rate

Subject line: i apologize

Hey Blimie!

I know you get emails like this all the time, so I want to apologize if I catch you at the wrong time.

I know you're super super busy so I'll cut to the chase.

As I was going through your instagram account, I saw something that was a little concerning regarding your current sales page for "**Essentials Course**".

8 things to be specific.

I think you're leaving a lot of revenue on the table.

This is just one business owner being honest to another business owner.

I actually help **coaches and consultants** get more leads and clients by increasing their sales page conversion rate and improving their funnel.

After a quick audit of your sales page, I know I can achieve the same results for you.

Would you be open to discuss what these 8 things are over a call?

Just shoot over a quick reply, "yes" is more than enough and I'll send you more info.
Yassine Eddarb.

Ps - Real person here! You're not on a list, I took the time to write you this email personally.

Sent from my Iphone.

How many were sent: 1
Open rate: 100%

Reply rate:0
Booking rate: 0

Email 2 hypothesis 2: using an attachment and creating the actual landing pages design.

Subject line: i apologize sean

Body:

Hey Sean!

Love you last tik tok video about avoidance issues in parenting, the second sign caught me off guard honestly, screen time is truly becoming a big issue in today's family dynamics.

I want to apologize if I caught you at the wrong time.

I know you're super super busy so I'll cut to the chase.

As I was going through your tik tok account, I saw something that was a little concerning regarding your current sales funnel.

I think you're leaving a lot of revenue on the table.

This is just one business owner being honest to another business owner.

I actually help **coaches and consultants** get more leads and clients by increasing their landing page conversion rate and improving their overall sales funnel.

After a quick audit of your sales page, I know we can achieve the same results for you.

At the bottom you can see a snippet (attachment) of what we can do for your landing page (you can give it to your marketing team to test it out).

I would love the opportunity to learn more about your business, your challenges & goals to see if there's a fit.

What is your schedule like to go over this, next week or so?

Yassine Eddarb.

Ps - Real person here! You're not on a list, I took the time to write you this email personally.

[attachment of the landing design + copy in convert flow in pdf format]

How many were sent: 1 (immediately not even 20 sec)

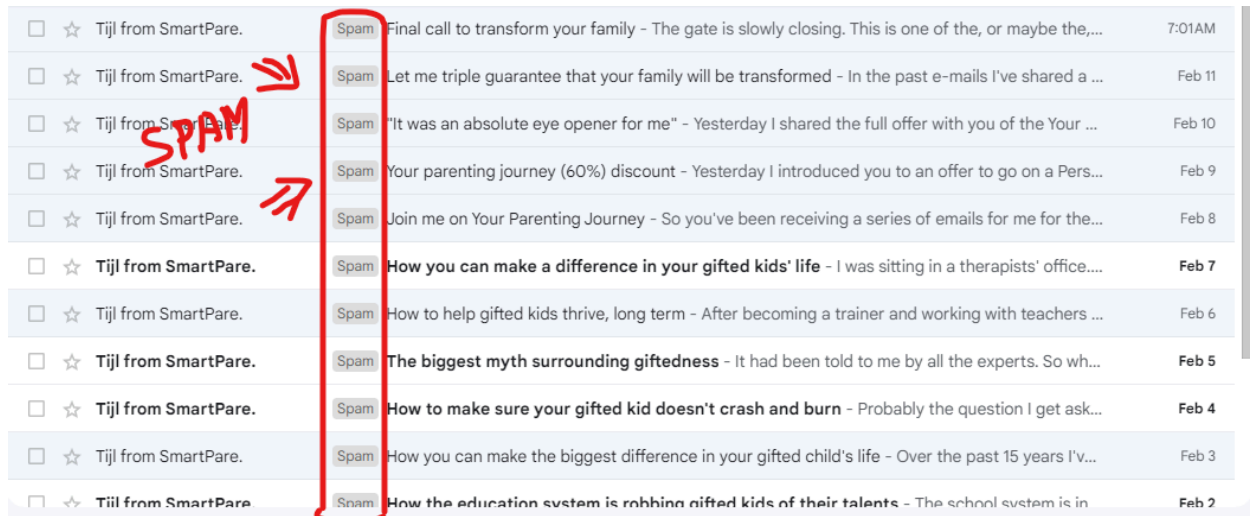
Open rate: 100%

Reply rate: 0

Booking rate: 0

Email outreach for Smart Parenting Secret / Smart Parenting Academy

Subject line: Urgent: didn't receive anything...



☐ ☆ Tijl from SmartPare.	Spam	Final call to transform your family - The gate is slowly closing. This is one of the, or maybe the,...	7:01AM
☐ ☆ Tijl from SmartPare.	Spam	Let me triple guarantee that your family will be transformed - In the past e-mails I've shared a ...	Feb 11
☐ ☆ Tijl from SmartPare.	Spam	"It was an absolute eye opener for me" - Yesterday I shared the full offer with you of the Your ...	Feb 10
☐ ☆ Tijl from SmartPare.	Spam	Your parenting journey (60%) discount - Yesterday I introduced you to an offer to go on a Pers...	Feb 9
☐ ☆ Tijl from SmartPare.	Spam	Join me on Your Parenting Journey - So you've been receiving a series of emails for me for the...	Feb 8
☐ ☆ Tijl from SmartPare.	Spam	How you can make a difference in your gifted kids' life - I was sitting in a therapists' office....	Feb 7
☐ ☆ Tijl from SmartPare.	Spam	How to help gifted kids thrive, long term - After becoming a trainer and working with teachers ...	Feb 6
☐ ☆ Tijl from SmartPare.	Spam	The biggest myth surrounding giftedness - It had been told to me by all the experts. So wh...	Feb 5
☐ ☆ Tijl from SmartPare.	Spam	How to make sure your gifted kid doesn't crash and burn - Probably the question I get ask...	Feb 4
☐ ☆ Tijl from SmartPare.	Spam	How you can make the biggest difference in your gifted child's life - Over the past 15 years I'v...	Feb 3
☐ ☆ Tijl from SmartPare.	Spam	How the education system is robbing gifted kids of their talents - The school system is in	Feb 2

Hey Tijl,

About a week and half ago, I saw your ad on facebook and I signed up to your training that talks about the mom who helped her dropout kid Katy to finish UNI.

And I was genuinely interested in learning more about your approach over the emails.

However, all of them ended up in my spam folder, so I couldn't read any of them until today when I checked my spam folder.

I didn't get the chance to read any of them.

This could be a big roadblock in your business, since other subscribers can't learn about your expertise and buy your services.

To make sure this doesn't happen and make sure your expertise reaches people.

Here is 4 things you must do to fix it:

- Get a new domain name and email address. (at this point google has flagged the whole domain as spam)
- Remove spammy words from your emails.
- Keep your emails short and to the point.

- Focus on value driven emails rather than selling.

At the bottom you can see an example of emails that engage people, encourage them to buy without getting triggered as spam.

I would love the opportunity to learn more about your business, understand your challenges, and explore strategies to enhance your email conversion rates.

What is your schedule like over the next week, so we can go over some of this stuff on a call together?

Thanks,
Yassine.

By the way, this isn't an automated message, I'm a real person! I'm not blasting you from some software/list, this is my personal email & I wrote this email manually.

Open rate : 100%
Reply Rate: 100%

Extracting formula:

Fro subject line: write a subject line as if an employee sent it

- Formula ex: Urgent, didn't receive anything...

Lead/pattern interrupt : start with a screen shot of the problem they have, like spam, or issues with the landing pages, in the screenshot add read arrows and text to point to the problem.

Body:

- Start with a simple Hey + name.
- Then in 2 lines tell them how you encountered the problem.
- Tell why this problem is important (as you are a customer).
- In 2 lines tell them the conscience of the problem (to other customers).
- Tell them the solution or provide free value as the solution.
- Transition nicely into why you're asking to have a call with them.
- CTA (make it simple for them to take the action.
- Signature.
- Ps to tell them you're a real person.

Cold email for Hippie Momma

Subject line: Urgent: Hard to read...

Screenshot:



Hey Swipy,

Early on in our marriage, when my husband and I discussed having children, I would always say, "I don't want to spank." I remember being spanked as a kid. Feeling humiliated, betrayed by my parents and caregivers. I felt helpless & powerless. I knew I didn't want the same thing for my children.

That was my plan for parenting. I truly believed that speaking it into existence would be enough to overcome it. Boy, was I wrong.

Like many parents, I quickly discovered that my plan wasn't actually a plan at all - it was a goal that had no plan in place, so when my oldest child was two years old, I spanked him for the first time.

He was playing with something he wasn't supposed to, if I recall he was trying to put something in an outlet or trying to take the baby-proof outlet cover off. I said "no" over and over again to no avail. I remember feeling frustrated, out of control, and above all else - scared.

Hey Michelle,

About a week ago I signed up to your newsletter from your website, it got the 5 Steps for turning guilt into growth.

I wanted to get more out of your parenting experience.

However when I opened the email to read it, I was smitten with the big chunks of text.

And I couldn't read all of it.

This could be a big roadblock in your business, since other subscribers can't read your emails, they will very quickly start to ignore them, let alone getting your parenting courses.

To make sure this doesn't happen and make sure your content reaches people.

Here is 4 things you must do to fix it:

- Focus on starting the email with an interesting hook to keep them reading.
- Keep one complete phrase per line.
- Remove unnecessary details.
- Keep the CTA clear and simple at the end

At the bottom you can see a sample of emails that you can use costlessly in your campaign, that make people read the email, engage, and take the action you want them to take.

I would love the opportunity to learn more about your business, understand your challenges, and share some strategies to enhance your email conversion rates.

Would you be against discussing this over a call this week?

Just shoot back "No" and will send you all the details.

Thanks,
Yassine.

Cold email Idea

Subject line: Coach reid

Body:

Hey [name]

I am not a Nigerian prince who will ask you to transfer millions to get a piece of my riches when I save my kingdom.

Instead, I've got something a bit more grounded that may align with your expertise in the coaching industry.

I found you through a video on tiktok where you shared the parenting lesson from coach Reid. and ended up signing for your newsletter on your site.

That's why I wanted to show you a few things I noticed I think will make your email campaign get more appointments and leads, And get your emails opened when your subscribers receive them in their inbox.

At the bottom you can find an exclusive email copy about your latest video about parenting and coach Reid that you can use in your next campaign.

I would love to share these things with you over a call.

Would you be open to discussing how you can get more appointments from your email list, over a call in the next few days ?.

A quick "yes" is more than enough.

Thanks,
Yassine.

Subject line: question

Hey [name]

I stumbled upon your amazing parenting work on Instagram, Never thought that those little gremlins are hard to raise. The comments were truly eye catching.

I would love to write you a free persuasive copy for your landing in exchange for nothing but a genuine testimonial.

Since I did a deep look at your landing page, after a scan, I noticed some improvements we can make to get you more appointments and customers.

Are you open to the idea ?

Thanks,
Yassine.

Email outreach sequence from experienced call:

Email 1: cold outreach

Subject Line:

Hi Scoot,

I really like how you provide Free information on things like the benefits of tea, how to make recipes, etc. That builds a level of trust with the reader and I bet that brings in a loss of new revenue.

I am going to be 100% upfront with you.

I think your brand is cool and I want to provide copywriting/digital marketing services for you.

I was looking over your website and had an idea for a way you could increase sales for your tea.

I would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, let me know what kind of content you'd like me to create and I'll send it over asap.

Sounds fair Enough ?

All the best
Micheal.

Analysis:

Strengths:

- The email starts with a personalized greeting, addressing the recipient by name (Scoot), which helps establish a connection.
- It compliments the recipient's brand and acknowledges the value they provide to their audience, showing genuine interest.
- The email is straightforward and transparent about the sender's intentions, which can build trust.
- Offering to create a free piece of work demonstrates a willingness to provide value upfront and potentially initiate a collaboration.

Areas of Improvement:

- The email could be more specific about how the sender's services could benefit the recipient's brand. Providing examples or case studies of successful campaigns or projects could help illustrate this.
- It could also include a brief introduction or overview of the sender's background, expertise, and relevant experience in copywriting and digital marketing.
- The call-to-action could be more direct and specific. Instead of asking the recipient to specify the content they'd like, the sender could propose a few content ideas based on their expertise and understanding of the recipient's brand.

Formula:

- **Personalized Greeting:** Start with a friendly and personalized greeting, addressing the recipient by name.
- **Compliment and Acknowledgment:** Acknowledge the recipient's brand or work and express genuine appreciation or admiration.
- **Transparency and Intent:** Be clear and transparent about your intentions and what you have to offer.
- **Value Proposition:** Clearly articulate how your services can benefit the recipient's brand or business.
- **Offer of Free Work:** Offer to provide a free sample or piece of work to demonstrate your capabilities and initiate further discussion.
- **Direct Call-to-Action:** Encourage the recipient to take action by specifying what steps they should take next and how to proceed.

Tips:

- Make sure to keep the frame of “we are businessman
- In the response don't break Frame and keep nice and simple, no need for things like “thank you for the opportunity.

Testing phase

Testing subject: 14/20 outreaches with the same body structure and subject line.

Testing period: 4 days to one week starting from 18/02/24

Open Rate: 85%

Response rate: 0%

Email to test:

- **Email for greg and Jenilee**

Subject line: when can I send this over ?

Hi Greg.

I really like how you give parenting advice for free on things like parenting skills, communication and bonding. Plus your videos are very fun to watch. That builds trust with the viewer and I bet it brings a lot of revenue.

I am going to be 100% upfront with you.

You and Jenilee have an awesome and fun brand, and I want to provide you guys with copywriting/digital marketing services.

I was looking over at your site and had an idea for a way you could bring in more sales.

I would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, let me know what kind of content you'd like me to create and I'll get on it.

Sounds good ?

Thanks.
Yassine.

- **Email for Responsive Parenting | Jessica Milburn**

Subject line: when can I send this over ?

Hi Jessica,

I really like the quote and advice that you share on your instagram, especially parenting advice and supportive words. That builds a lot of relatability with the viewers and I bet it brings a lot of revenue.

I am going to be 100% upfront with you.

Your brand is really awesome, and I want to help with copywriting and marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on it.

Sounds good ?

Thanks.
Yassine.

- **Email for Diary of an honest Mom**

Subject line: when can I send it over ?

Hi Libby,

I really love the way you put out your parenting advice, your videos never fail to crack me up, that vibe builds Strong trust with your audience.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.

Yassine.

- **Email for mama psychologists**

Subject line: when can I send it over ?

Hi Caitlin and Chelsea,

I really like how you present your parenting advice on instagram, it's so light hearted and informative, never fails to make me smile, that energy builds a strong trust with your audience and I bet it brings a lot of revenue.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.

Yassine.

- **Email for nurture neuroscience parenting**

Subject line: when can I send it over ?

Hi Dr Greer,

I like the fact that you are providing free parenting advice on things like nurturing, sleep tips, etc, that builds a connection with you viewers, I bet that brings in a loss of new revenue.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.

Yassine.

- **Email for nurture neuroscience parenting**

Subject line: when can I send it over ?

Hi Ashurina and Erica,

I really like how you guys provide Free parenting information on things like burnout, overwhelm, etc. That builds a level of trust with the reader and I bet that brings in a lot of new revenue.

I am going to be 100% upfront with you.

I think your brand is awesome, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

- **Email for Peace Within Home**

Subject line: when can I send it over ?

Hi Hanaa,

I like the fact that you are providing free parenting advice to the community, there are not many coaches who do this, that builds a trust with you viewers,

I am going to be 100% upfront with you.

I think your brand is awesome, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

- **Email for Stephanie Pinto**

Subject line: when can I send it over ?

Hi Stephanie,

I really like how you present your parenting advice on instagram, it's so light hearted and informative, never fails to make me smile, that energy builds a strong trust with your audience and I bet it brings a lot of revenue.

I am going to be 100% upfront with you.

I think your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way you use to get more sales and increase your client base.

Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

Follow up email:

Hi [name],

Just bumping this in your inbox.

I'm wondering if you're interested in taking me up on my proposition to create a free piece of work for your brand?

- **Email for Malina**

Subject line: when can I send it over ?

Hi Malina,

Your recent video on creating vision boards looked really enjoyable and caught my attention. Because few years ago, I had no idea what a vision board was, but now I see how they can be a wonderful way to connect with others and build beautiful things together.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your viewers into loyal customers.

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

- **Email for Gigi**

Subject line: when can I send it over ?

Hi Gigi,

Your video on kids having to choose between their parents caught my attention because I believe it's a common reason why children end up resenting one parent. Instead of being taught to love both, they're forced to pick sides.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

- **Email for Lizzie Assa**

Subject line: when can I send it over ?

Hi Lizzie,

Your recent video about the way you can allow your kids to have fun without any screen, is interesting to see, because it's pretty much impossible to get them off screens, or they will start having big feelings about it.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

- **Email for Michelle Kenney**

Subject line: when can I send it over ?

Hi Michelle,

Your recent Instagram video opened my eyes on how kids respond to what they tell them, and how their prefrontal cortex goes offline, and needs connection to comeback, interesting to hear.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know what kind of challenges you need help with and I will get on with it.

Sounds good ?

Thanks.
Yassine.

Outreach with loom video:

- **Email Outreach for Joline**

Subject line: When can we do this ?

Hi Joline,

Your second last video on Instagram got my attention, since it's very triggering for parents to see a kid with hands fully inside a dough ball, and your advice is very interesting and genuinely helpful.

I am going to be 100% upfront with you.

Your brand is really fun, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I have made a short 4 min video where I explained some of the things I noticed and you can solve them.

<https://www.loom.com/share/86bc9487ff2148c599466a555ef0b68f?sid=ce671d0f-6026-46fa-982c-5a2b0e09faac>

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know and we can jump on call and talk about this in detail.

Sounds good ?

Thanks.
Yassine.

- **Email Outreach for Rosey Davidson**

Subject line: When can we do this ?

Hi Rosey,

Your last video is what got me to send you this email, because there is nothing more beautiful in life than watching a baby drift to sleep, truly heart-warming.

I am going to be 100% upfront with you.

Your brand deeply resonates with people, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I have made a short 1:35 min video where I explained some of the things I noticed and how you can solve them.

<https://www.loom.com/share/8473f3dcd92e40c495c715476b2c2bbc?sid=e9cd3698-1ab8-4cd8-a1c7-f33ecf2b0a41>

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know and we can jump on call and talk about this in detail.

Sounds good ?

Thanks.
Yassine.

- **Email Outreach for Drs. Jenna Elgin & Shanna Alvarez**

Subject line: When can we do this ?

Hi Doctors,

Your last video is what got me to send you this email, because there is nothing more beautiful in life than watching a baby drift to sleep, truly heart-warming.

I am going to be 100% upfront with you.

Your brand deeply resonates with people, and I want to help you with copywriting/marketing.

I was looking over your site and had an idea for a way I can help you turn your regular viewers into loyal customers for your parenting expertise.

I have made a short 2 min video where I explained some of the things I noticed and how you can solve them.

<https://www.loom.com/share/5141a067cf31460c96f4c6c5c8839505?sid=0ebb3c45-e204-41e2-91b7-89809d0139ae>

I Would love to create a free piece of work for you, and if you like it, we can talk from there.

If you're interested, just let me know and we can jump on call and talk about this in detail.

Sounds good ?

Thanks.

Yassine.

Follow up 2:

Hey, just making sure you received my email.

If so, I would love to know what piece you need me to start with.

All the best.

Yassine.

New email outreach:

Two things I'm curious about

Hey [name] there,

While doing my research on your company, there were two questions keeping me awake at night:

1. Have you ever been fishing in [location] your state?
2. How well is [LEAD'S COMPANY] dealing with [LEAD'S PROBLEM]?

I've heard there are some breathtaking fishing spots in [location] your state, it's so peaceful and the nature is simply stunning. So I strongly recommend you to visit them, even if you aren't much into fishing.

The main reason why I can't sleep at night though is that I'm wondering: have you used all available resources to tackle [LEAD'S PAIN POINT]? I'm sure there's room for improvement and I can help you [BENEFIT 1], [BENEFIT 2], and [BENEFIT 3].

What do you say I present a great solution to you this Thursday. I'd also love to share my top fishing spots with you!

Regards,

[YOUR NAME], [YOUR POSITION] at [COMPANY WEBSITE]

Subject line: GenZ vid Slaps

Yo, just peeped your latest vid on Gen Z slang - it's fire!

Got a fresh word for you to add to your arsenal:

"Stan" - it ain't short for Stanley anymore. It means showing mad support.

So instead of telling your kids you're backing them up, just hit 'em with that "I stan" and be the lit mom they never knew they needed.

Enough Coolness for now.

I was looking at your site and noticed that you only send a newsletter monthly.
If you want to:

- To get 3 to 5 more clients every week for your courses or your coaching expertise.
- Generate at least 2 to 5k\$ more in revenue.
- And build a community of loyal customers who are willing to pay you to solve their problems.

Then I can help you build a stronger and more lucrative relationship with your subscriber.

I Would love to create 3 free email samples for you, and if you like them, we can talk from there.

If you're interested, just let me know and I'll cook you some bangers. (my last genz attempt)

Sounds good ?

Thanks.
Yassine.

New test: benefit focused.

Subject line: it's very helpful

Hey Emma,

Your last video is very helpful and it really stuck out to me because I never knew tummy aches were a sign of anxiety until now. Keep being awesome

I reached out to you because I saw in one of your recent stories that you are writing your newsletter by yourself.

And i can help you:

- Generate get more coaching call scheduled every month
- Get more clients for your courses every week
- And build a loyal community of people who are seeking your parenting expertise.

I would love to write 3 free emails that you can try and send out next week, and if you get results we can take it from there.

Sounds good?

All the best.

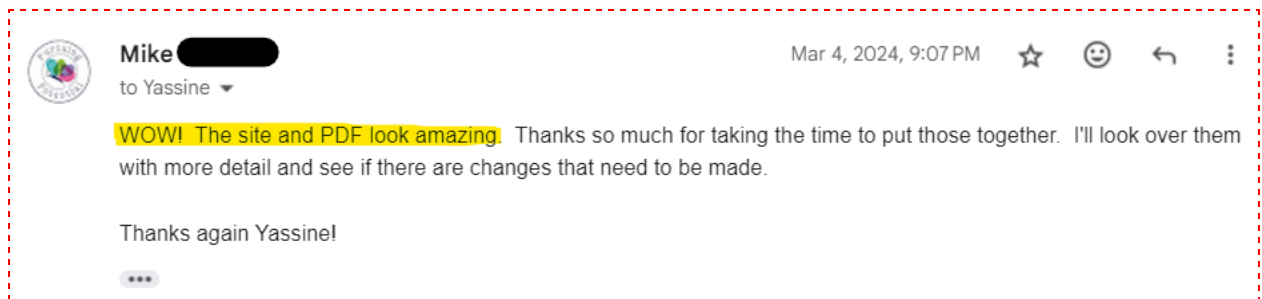
Yassine.

Problem + solution + proof = success

In this test i will test the following strategy:

- Present the problem to the prospect
- Bullet point of ways to help them
- Add social proof (if there is any)
- Add a call to action (either offer to send the a loom video with you going over the problem and explaining the solutions or ask for the meeting directly)

Social proof:



Test phase

Sent: 2

Open rate: 100%

Responses: 1

Meeting scheduled:

Deal closed: 0

Sent	1
Open rate	100%
Responses	1
Meetings Scheduled	0
Deal Closed	0

Notes from gary halbert “life-or-death” letter

1. The email and the subject line must look like and feel like a very personal and normal email.
2. It must not have anything that may look like a sales letter, the reader shouldn't have a doubt about that. (no fancy colors, or fancy text effects.
3. Use A.I.D.A formula
4. Don't exceed 300 Words

- **Email for Mike Wallach | apparently parenting.**

Subject line: "The foot book"

Body Copy:

Hey Mike,

I enjoyed your latest video. It was so light-hearted that I couldn't stop thinking about the chant from the book you shared - "high feet, low feet, how many feet do you meet?".

It's a great chant to pass the time during a busy Monday traffic.

However, I couldn't find a link to pre-sign up for your new upcoming course, so I just clicked away from your instagram.

Unfortunately, most of your audience will also click away if they can't find it.

You can benefit from having people pre-signing for the course to have many interested potential clients before launching.

Here is my suggestion on what you can do:

1. Have a page where you give people a freebie in exchange for their email address to build up for the launch.
2. Give free advice via email to make people more interested in knowing more from you.
3. Get people excited for the launch by giving a small snippet of the course.
4. Give your excited audience early access to testimonials before even launching.

I would love to send you a quick video to show you how this works and how you can do it.

Sounds Good?

All the best.
Yassine Eddarb.

- **Email for Kristen Duke:**

Subject line: A cat grip.

Body copy:

Hey Kristen.

Your last video is hilarious, seeing that little fur ball clinging to dear life while the boy can't even notice her. A great example to show the struggle parents go through when it's time to let go.

When I clicked your link to get the free "10 ways to connect w/your teen" ebook.

The page I landed on was unclear about the content of the ebook and the value in it.

So I just clicked away.

Wish is most likely the case of most of your audience.

But if you add more details the way I'm showing below, you can get more parents to sign up after watching your valuable videos and get more clients for your private help.

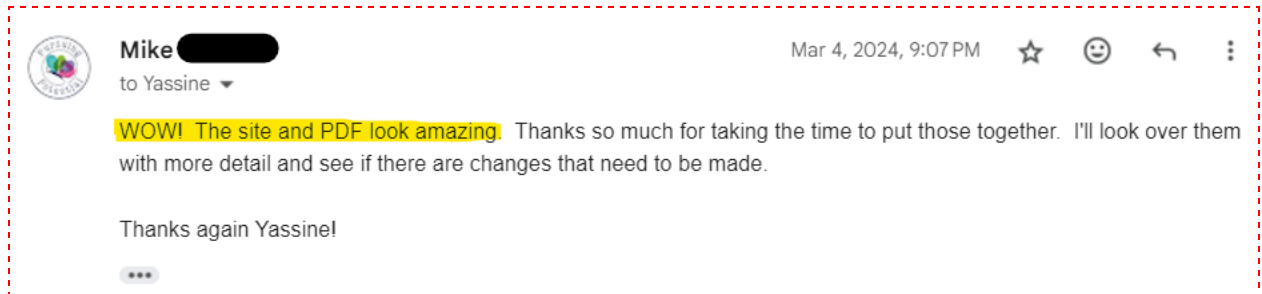
If you use these steps, then you can convince more parents to sign up for your ebook and get your private coaching.

Here are my suggestions on what you can do:

1. Change the headline by adding more specific information about what's in the ebook.
2. List out the small information about each one of the 10 ways to make them interested in signing up
3. Share why you made it and the successful results for other parents. It builds trust in your advice.

4. Write a concise 10-line paragraph about your background and expertise in parenting coaching to create trust and credibility.

Here's what Mike (parenting coach) Said after i did these things from his page.



I would love to write you the first section for free so that you can use it to start seeing positive results immediately.

Sounds Good?

All the best.

Yassine Eddarb.

- **Email for shelly miller:**

Subject line: Un-scaffolding ableism

Body copy:

Hey Shelly.

Your last video is very true, it amazes me that there are parents who let their kids jump into a bunch of unknowns with the right skills and teaching. Your videos have been very eye-opening.

However, when I clicked the links in your bio,

I noticed that you didn't have any landing page that offers free value to your prospects.

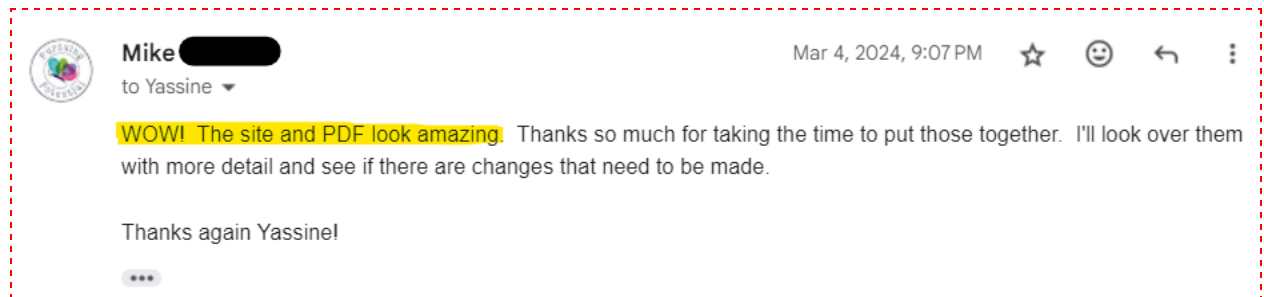
Having one and offering a freebie is one of the easiest and most time-saving ways to get new parents to sign up for your membership, because:

It will help build a strong trust with your audience

It will help get more interested parents that are willing to pay for your expertise.

You will not need to look for new parents to work again every time because it's fully automated.

Listen to what Mike (parenting coach) said after he saw what I built for him:



I would love to send you a quick video to show you how this works and how it can help you

Sounds Good?

All the best.

Yassine Eddarb.

- **Email for Rox Motherhood**

Subject line: Quality time

Body Copy:

Hey Rox.

I just saw your last video and it really got me thinking, it's all they want is attention from their parents,

But in today's world if parents don't give it to them enough they will look for other places like phones and unhealthy destruction.

Eye-opening perspective to think about.

However, when I clicked on the link I looked up your amazing book, but I didn't see any community for parents.

Parents now are looking for places where they feel heard and not alone, especially if they can access it whenever they want, get the help they need from experts like,

Without having to compromise too much time and energy from their daily life and routine.

Here is my suggestion on what you can do:

Build an online community where your followers can gather up, so you can help them in groups and get insight on what you can offer them next.

The community will be a private monthly membership at a price, that way it's easier for people to access it and it's an amazing cash flow for you every single month.

Inside the community, you can easily get clients who are willing to move a level and get you private coaching.

I would love to send you a quick video to show you how this works and how you can do it.

Sounds Good?

All the best.

Yassine Eddarb.

- **Email for Nate feathers:**

Subject line: ♦ Same boat...

Hi Nate,

Hope you're doing awesome! Just wanted to drop you a quick message to say how much I dig your Instagram videos. Seriously, they're spot on every time!

So, I was checking out your profile the other day after binging on your videos, and I couldn't get in for more juicy advice, since I couldn't find any links on your page.

I bet tons of your followers and viewers are in the same boat, itching for more of your wisdom.

Thanks to my years in marketing.

Here's is my recommendation after looking at some of the top parenting coaches such as Becky Kennedy and Dr Shefali:

1. **Private Community Membership:**

Create a private community that gives you a steady monthly cash flow, and If you get only 1.000 subscribers at 29\$/month, that's 348.000\$ per year

Fyi: Becky Kennedy charges more than 10.000 parents, 84\$ every month)

2. No more "DM" shenanigans:

Create a free ebook packed with valuable parenting advice that parents can get by signing up on your website.

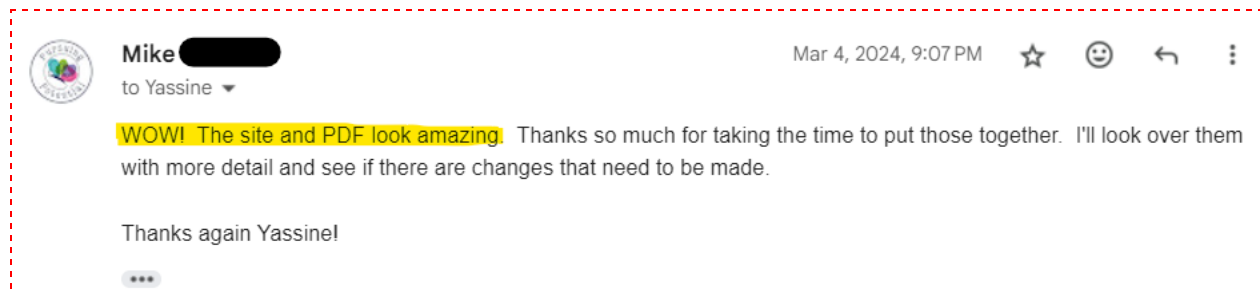
That way you turn viewers into potential clients, after every video you post, Less DM, fewer headaches, and more clients.

3. Hold their hand at the doorstep:

After people sign up, they will receive emails every week, with advice and guidance to build trust in them.

Then BOOM, watch parents flood into the community and watch your number only go up.

I would love to write and create the second part for Free, so you can get a feel of what's like to work together the same way I did for Mike here:



Then we can decide where to go from there.

Sounds Good?

All the best.

Yassine Eddarb.

- **Chatgpt version:**

Hey Nate,

Hope you're doing awesome! Just wanted to drop you a quick message to say how much I dig your Instagram videos. Seriously, they're spot on every time!

So, I was checking out your profile the other day after binging on your videos, but man, I couldn't get in for more juicy advice!

I bet tons of your followers are in the same boat, itching for more of your wisdom. And guess what? I've got some ideas to help out, thanks to my 3 years in marketing and checking out what top parenting coaches like Becky Kennedy and Dr. Shefali are up to.

Imagine having your own private community where you can share your dad wisdom and make some steady cash flow at the same time. Pretty cool, right?

And how about ditching those DM headaches? Let's whip up a free ebook packed with your best advice. People sign up, they get the ebook, and boom, you've got yourself some new potential clients without all the DM hassle.

Plus, I reckon sending out weekly emails with some killer tips could keep everyone hooked and wanting more.

I'd be stoked to work together on the second part for free. Let's make some magic happen!

Catch you later,

Yassine