

## **Outreach:**

**Subject Line: Hey Marisa, Do You Have 2 Minutes.**

Hey Marisa, hope you are having a great day.

I was on instagram, whilst doing work for one of my other partners, and saw your seasonal dieting winter edition video, and decided to click on your profile.

You provide great information on your instagram. The video shares different recipes that contain high fat and protein, and it really shows how dedicated you are to living a healthy lifestyle. It builds a lot of trust and authority, which are two needs for a business.

Trust and authority are needed in business, because if the customers don't trust you, it will result in less sales for a business.

You got my attention and I decided to jump to your website. After looking through, you have a great homepage and about page, although your product pages need some help.

They are very loaded, and all over the place. There is no structure, and the low quality images to tease the buyer, is not having the effect you are wanting it to, and is losing you customers. It is giving "bad quality" vibes over the product in general which is NOT what you want.

I decided to create an example for your Brains & Gains: Brains Edition, of what the product page should look like. I have looked at similar brands like yours, and seen that this is extremely effective for them. It gets the buyer more excited, curious, intrigued and more likely to buy your product. It's attached below.

This product page will be significantly more effective, as you want to help people find their passion for fitness and wellbeing. In order to do that, you need to get them excited, hype and motivated. The product description provides the information you gave in a more clear structure for the reader, whilst getting them hype and motivated over their goals.

I've got some other ideas to fill more of your gaps, in order for you to help more people. If you are interested, I'd like to book a call with you to discuss these ideas, and how to shape them exactly like MissFitAndNerdy.

Do you have time later this week?

(Signature)

(FV)