

What unique and unfair advantage do I bring to them and their strategic vision?

Ex: I as an individual can give you an unfair advantage over your competitor on XYZ

Focus on the problem on what their currently doing that is causing their business to fail

Ex:

The solution is IDEAS on how to fix it. They care about something tangible

Ex: Using my hook formula, by doing X we will boost the comments on your page, by doing X will help you gain more appointments

- What do they need or what are they doing wrong?
- What happens if they don't change it?
- What's the solution and why should they care about it?
- Offer

☒ SL, name

☐ Beginner

☐ Problem (½ body)

☐ Solution (2/2 body)

☐ CTA

☐ Short a simple

OODA LOOP

Observe: Im not getting responses, im sending the same one 1-3 times, i dont have a specific idea on what i need to do

Orient:

Hi Vanessa,

You've been in the market space for about ten years now, which makes me surprised you only have eight reviews on Google Maps.

Your problem is you aren't ranking high enough on Google, which lowers people's trust in your business.

But why am I telling you this

I am a digital marketer who works with Yoga studios bring in more students by google maps &

I can help you for the next two weeks until you get results in exchange for a testimonial.

Sounds like a fair deal?

Thank you for reaching the end.

Best regards

Yaseen

Hi Natasha,

From comparing your website with Jen Hirst (your competitor). She tailors his message to the audience as if he is speaking directly to one person.

What you do is you talk about the program instead of how it can benefit them, which can be a killer to getting people invested in your program.

By fixing this, I can help you rewrite your home page so you can have a better reason why to buy your produce than competitors like Jen Hirst.

But again, I'm coming from an outside perspective

P.S if you would like

Best regards

Yaseen

Hi Name,