

Context: I outreached to a prospect, Matt a day ago (7/2/23) and they viewed my email 4 times. I want to follow up by telling them about the FV I sent in my previous outreach.

Hey Matt,

I looked at your Instagram, and how you explain boxing makes you sound like a pro with 20+ fights. I can tell why a lot of your viewers find your advice to be eye-opening.

I compared your platform with popular ones like Phill Daru and you have all the elements for success. You have the websites, promotions, videos, and captions up.

You just need a strong message/voice to get people engaged with your content. The easiest way you can do this is through the very words you type.

I've written Instagram captions for your programs to help create your voice and prove I'm not some random guy online.

The Instagram captions will leave a significant impact on your audience. They'll show the true value of both your programs and your content.

The captions will also increase the conversions for programs like "Build a Boxer."

Do you think these Instagram captions are fit for young boxers grinding to become a beast in the ring?

Best Regards
-Clarence Mujica

See the captions yourself 📌

(Instagram Captions I sent the other day)

Follow up:

Hey again Matt,

I was wondering about your thoughts on the Instagram captions I sent you the other day.

Your opinion lets me know more about how I can convert your viewers into paying customers through social media.

It'll also help me construct your message behind your boxing content. That way your viewers gets the best of your content and you get to sit back and only focus on helping your viewers.

Many thanks,
-Clarence Mujica

P.S: You've made some awesome changes to your website lately. You've made it much smoother by organizing your content in a way that allows viewers to see everything important simply by scrolling down.

It's a great change from how your website was before.