

Where is the subject line?

Hey Rayan!!

I came across your fitness program, going through the testimonials where I found out that your program helped a guy to lose 34 pounds who had no access to gyms. That's the power of the internet. **This compliment is bland, quick and effortless.**

How about if you can help multiple such guys who had no access to the gym? **Bad grammar.**

You surely could! You have a good following. You just have to engage with them and show them your authority.

Although, you have dedicated a separate section for testimonials, which indeed provide confidence to the clients.

But sometimes, it is not enough to just talk about testimonials. You have to tap into human desire and use persuasive techniques to expand your business and grow your audience. A specific CTA can increase your sales sell exponentially.

It is already proven top players like Athlean-X and bodybuilding.com are crushing it with their specific and emotions-driven copy. I believe creating value funnels to gain attention and monetizing that attention will make the business grow faster than it was ever before.

You have two choices.

You could figure this out on your own. But this will take a much longer time and a lot of energy.

Or you could have me speed up the process and give neck-to-neck competition to your competition 🦊.

The choice is yours. If you are ready to compete, we can discuss more about it on call.

Put this into CHATGPT and say to it “make this clear and persuasive”, then edit it yourself.