

(I've attached the FV in the outreach email)

### **SL: Friendly Reminder**

Hi Robert,  
How has your week been so far?

If you remember I sent you an email back on Saturday, it was about some tips for your newsletter.

Did you like what I proposed to you?  
As I said in the previous email those were just some first drafts.

But let's just get straight to the point, since neither one of us wants to waste their time.  
If you have some doubts about what I shared in the first email, or if you wanna know more about it (I have other ideas too), we could do a quick zoom call next week.

After you've answered me I'll send you my agenda so that we can schedule the call.

Sending positive vibes your way,  
*Pavanello Angelo*



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## **Improved Follow Up Email**

### **SL: Why Conversion Rate is important**

Hi Robert,  
How has your week been so far?

If you remember I sent you an email back on Saturday. It was about some drafts for your newsletter, that you could use to get a better conversion rate.

Did you take a look at them?

I want to tell you, again, WHY it's important to increase the value you deliver through your newsletter.

By writing strong emails, readers will be drawn to your course email after email.

Building a strong relationship between you and the reader is key. By doing so, you will transform the reader into a BUYER, thus increasing the conversion rate.

I have some drafts about other types of emails (used to persuade the reader by focusing more on their desires and pains)

Let me know if you want to take a look at those too. 💪

Sending positive vibes your way,  
*Pavanello Angelo*

In case you haven't read the drafts, I put them down here 📌

## **Go for the Call email:**

SL: Doubts Killer

Hi Robert,  
How was your start to the week?

I'm the guy who's giving you some feedback on your emails.

I don't know if you haven't replied yet because you don't care or because you have some doubts.

So my second hypothesis is right, what about doing a quick zoom call to "kill" all of your doubts?

After you've answered me I'll send you my agenda so that we can schedule the call.

Trust me, having a more persuasive email sequence could change everything. This is because what you share is different than the majority of content on YouTube.  
But above all the way you do it is different...

Looking toward to hearing from you soon 💪

PS: if you don't reply to this email, I'll know you are not interested.  
If so, good luck.