

Hello X,

I watch and consume your videos on YouTube for a long time

As we know you are a qualified person in this Calisthenics sector, that's why you sell workout programs

Your website offers a variety of programs and products that are pleasing

They are fine because (The reason)

However, I believe there is room for improvement in how you present and sell your offerings.

I want to combine our powers. I am a copywriter, and by collaborating, you can be sure that this collab. will be beneficial for both companies

This partnership would be mutually beneficial, as two experts in their respective fields will achieve their targets step by step. You may receive:

Profits of your labor

More people to get jacked by your programs

A qualified website that attracts the most people and gains customers

Being better than ever in this business

Because of this partnership

I have four ideas that will help you attract more customers and elevate your business. These ideas address the following questions:

- 1)Why should you refrain from sharing the full content of your product/program?
- 2)How can you leverage social proof to boost sales?
- 3)How can you capture more attention from your customers?
- 4)What are some effective psychological tactics to acquire more customers?

While I've already explained the first two ideas (just below) the remaining two concepts are critically important and should be discussed professionally since it brings the most the benefits

Therefore, I suggest scheduling a meeting calling to explore these ideas further.

Thursday at 8.00 PM looks fine. What do you think?

Please find the initial two ideas outlined below. If these ideas are suitable for your business, you can send me your response whether you approve or not

Sincerely,

-Talha

1)Harness the power of intrigue and anticipation.

Humans are instinctively drawn to the unknown and crave excitement.

Take a cue from popular TV dramas that leave viewers on the edge of their seats with cliffhangers.

Apply a similar strategy to your product or program by revealing only snippets of information.

For instance, you explain only a tiny part of the workouts of your program and remain the others unveiled. Only tease their mechanism

1)How it is beneficial? Explain

2)Give fascinating samples related to the results (You will be as strong as a gorilla)

Then cut it there. Do not go further. These uncompleted pieces of information will create an unstoppable urge and curiosity to uncover the truth.

2)Establish **unshakable trust** through social proof.

People prioritize reputation and trust when making decisions or striving to achieve their goals. To provide that sense of security, leverage the influence of social proof.

That's why I suggest you put your testimonials on your website so that everyone who visits your site can see them as the first thing their eyes catch.

If you wish, you can check my LinkedIn account where I share examples of product copies, written by me.

<https://www.linkedin.com/in/talha-refik-malik-71b798274>