

Prospect:

- Photography
- Sells photography courses (photography masterclass)
- Dream State: More money being brought in online so he doesn't **have** to do photography but he can do it purely for enjoyment
- Pain State: Living comfortably but feels like his life could be a little less stressful
- Roadblock: He doesn't know why his courses don't have more sales. He already has pretty good copy on his website.
- Solution: Market his course more as he only sends out email newsletters every 3-4 weeks. Provide more value in his newsletters and convert more people to buy his photography masterclasses. Have more CTA in his Instagram stories/posts.

Outreach email:

SL: Nathan, DON'T miss out on these hidden methods.

Hi Nathan,

The adventurous atmosphere works super well in your videos!

It almost feels like you're telling a story, whilst also being very informative.

This works wonderfully keeping people interested in your passion.

I noticed there are some hidden methods that you aren't leveraging fully, which would allow you to reach much more people so you could share your love for photography more.

I've seen them work swimmingly in the photography industry and they would definitely increase sales of your photography masterclasses.

It would pain me to let a brand so close to reaching its potential go on without doing so.

Anyway, I've got a few ideas, which would fit your brand perfectly.

Give me a shout if you ever want to discuss how you can take advantage of these opportunities.

Wiktor