

Subject Line:

6 things that are keeping prospects from buying your coaching services...

Hey Lisa!

I liked your pinned post on your Twitter because how a person is, is determined by their actions, not by what they say they'll "do". I completely agree with your post.

I am here to provide value to business coaches, and...

I'm sure I can help you grow your sales by using my knowledge of the top players in the market.

I've analyzed a variety of business coaches that are crushing it in the market.

And I know exactly what they do to stand out from other business coaches...

I think we could apply those concepts to improve your website and get more prospects to purchase your coaching program!

I came up with **3 ideas** that will quickly help you increase your sales.

As I've mentioned before, I've analyzed the **top business coaches in the market** and we could apply the same strategies they are using to your coaching service.

And the best thing is:

These ideas are **guaranteed** to work because the top players in this market are currently using these strategies.

I will share with you one of these ideas.

1. You're missing out on the opportunity to grow and sell in your newsletter by giving out **free value**. You can write up 3 emails per week, nurturing the client while making a soft sale on every nurturing e-mail. When you improve your relationship with your client, you can hard sell. I've learned this strategy from the top business coaches in the game.

I have 2 other ideas you could implement that would make a big difference in a relatively short period of time.

If this sounds like something you are interested in, let me know. Luckily for you, right now, I'm more interested in getting testimonials of my awesome work, so if I provide you awesome results, I will only ask for a testimonial.

By the way, I will be a little bit busy this week. If you're interested in getting more people to take ACTION and more people to subscribe to your coaching services, we could get on a short call and discuss further.

These are the 2 others (I will not send this part btw, it's just for me to remember it)

2. The funnel you're currently using to get people to purchase your coaching service is not the best for high-ticket coaching services because most people are not going to instantly pay \$1k. They NEED to think about it.

Instead, we could replace that sales funnel with one that's much better for high-ticket products and that is an application funnel. This way, prospects will not be able to directly buy the product but will be redirected to a calendar where they can pick out the date they want to book a call with you.

3. Grow her other social media accounts and promote her product from there.