

Subject: <Company name's> Next Move

Hey Ben,

I've found your work interesting and admire your commitment to empowering the fitness community. Your recent Instagram post discussing your personal fitness journey demonstrated authentic leadership and resonated with many of us who strive to be better every day. You truly are a game-changer in the industry.

While exploring your site and social channels, I noticed that your sales funnel could benefit from more attention to your audience segmentation, specifically in your email marketing campaigns. By tailoring your messaging to different segments of your audience based on their fitness goals, preferences, and journey, you can create a deeper connection that translates into better results such as higher engagement and new customers.

I'd be happy to share my insights with you during an informal chat. No sales pitch or pressure – just a genuine exchange of ideas between two like-minded entrepreneurs. If you're interested, let's schedule a virtual coffee meeting.

Looking forward to connecting, Ben. Continue leading the way and making a difference!

Best regards,
Sahil

P.S. As a token of my appreciation for your inspiring work, I've crafted a detailed email marketing letter that addresses this audience segmentation approach. Check it out below and feel free to test it out: