

Email for Betty

SL: Rock-and-grow!

Hi, Betty!

I took notice of your profile when I was searching for experienced nutrition coaches online.

I like your latest IG vid where you compare fat and muscle density.

Giving your followers insight into what truly matters for a better body composition not only makes them have a better relationship with their own weight management, but more importantly for you and your brand, gives you more credibility because of the knowledge you so eloquently share.

I took the liberty of creating a free FB/IG post leading to your blog post. On that blog post, you could add a pop-up window requesting their email address for a small gift like “10 tips and tricks for a significant boost in your metabolism” or “the ONLY ab workout you will ever need that takes less than 5 minutes of your precious time.” After, a “THANK YOU!” window pops up and the download of the said gift begins.


Free gifts are a remarkable way to gain a substantial customer base.

Also, I've gone over your IG content and your web page, and since I've done extensive research on nutrition and other coaches' content, I have some great ideas you could implement to expand your customer base, such as:

- more Lead funnels
 - creating a “cold” email list, making it possible to send email sequences that later on promote more sales of your products
- Product funnels
 - helps the sales pages and is great for new product launch
- FB/IG ads

And more...

Let's have a quick Zoom call if you like the ad and other ideas.

Have a look at the post 

Picture this: It's a hot, sunny summer day - 2023., you are walking the beach while hearing the popping of the turning necks behind your back.

“she must have STARVED herself all winter and spring to look like that.”

“she is soo lucky to have her GENETICS.”

“I can only WISH for that kind of body.”

Little do they know you have been eating this DELICIOUS dessert/breakfast meal that helped you get the body of your DREAMS



Have dessert for breakfast EVERY DAY,
and lose the excess **belly fat** in the process!

FASCINATIONS DUMP:

PAIN:

- NOT BEING ABLE TO EAT THE FOODS THEY WANT IF THEY WANT TO LOOK GOOD

Amplification:

- make a choice: sweet chocolate or a smoking hot body
 - why not both?
- do you recall the sweet taste of the bar of chocolate resolving in your mouth? neither do I
- Imagine this: you are on the beach looking better than ever, and you are having your favorite chocolate treat you have had almost every single day of the week in the past YEAR, sounds fictional right?
- Picture this: It's a hot summer of 2023., you are walking the beach while hearing the popping of the turning necks behind your back.
 - "she must have STARVED herself all winter and spring to look like that"
 - "she is soo lucky to have GENETICS like that"
 - "no food entering her mouth has even been next to chocolate on a shelf"
 - Little do they know you have been eating this DELICIOUS dessert/breakfast meal that helped you get the body of your DREAMS4

Solution:

<insert picture>

Chocolate,