

## SI: Get 80% Open rate

Hey Lucy

While looking for a new business to help, I came across your YouTube channel

I like how you provide free value on things like Calisthenics workouts for beginners, How to start Calisthenics at home, etc.

That builds up a level of trust with the consumer and is more likely to take action

So, let's get to the point, how do you get an 80% Open rate?

It's the same process when a Male bird wanna attract a Female bird

His singing must be so good that Female think: *Wow that sounds amazing, I must fly over to that guy and listen to that whole thing and maybe I'll mate with him*

You must use their Pain or Pleasure to capture their eyes on your Subject line

I would love to create a Free piece of work for you on whatever you want

So you can not just get the attention of your target audience, but also keep them paying attention to your full song and take action at the end

Exactly like Male birds do

If you're interested, let me know what kind of content would you like me to create and I send it over ASAP

Sounds good?

All the best

FB

## **SI: Boost your Open rates**

Hey Lucy

As a fellow Fitness enthusiast, I like how you provide valuable Free content like Calisthenics workouts for beginners, How to start Calisthenics at home,

I see how it builds up a level of trust with the consumer and is more likely to take action

So, let's get to the point, how do you boost your Open rates?

Human mind reacts to the new things in the environment

Like when Gazelle is looking over the open land and spots a Tiger

She immediately take action and starts running away

You should be the Tiger

To achieve that you must tease Something they want or Something they fear and combine that with information gap

So i get to work and create a Free piece of content that you can actually use in your Marketing strategy

I attached it down below so you can review it and tell me if you like it or not

Sounds good?

All the best,

FB