

# Outreach to True You Weight Loss:

Hi McGowan,

I have noticed that you have an email subscription list on [trueyouweightloss.com](http://trueyouweightloss.com), spotted your account on Instagram. I believe both of us understand the importance of getting people to subscribe to the newsletter for further marketing.

It's great to see that you have an email newsletter as it's an important key to marketing.

However, I have noticed that the captions used in your Instagram posts can be changed so as to increase the chances of getting new people to have a look at your website and possibly gain more leads. Same goes for the newsletter. If we can make some changes and improve the emails in the email sequence, then I believe you can gain more leads. In relation to that, I have created some free value for you to have a look at. You can test them out too.

If you feel satisfied with the free value I have provided, and you'd like to do further projects with me, we could consider jumping on a zoom call together. The purpose of this call will be for us to get to know each other better, and so that I can get to know more about your target market, and we can also discuss to get a rough idea on what projects we can work on to gain more leads.

Free Value:

Instagram posts example captions:

- When losing weight suddenly appears to be easier than you thought
- The easiest way to burn all your fats and become a healthy person
- Are you ready to finally and actually lose weight?

Email example:

The secret to losing weight in the **easiest** way that has ever existed.

After finding various ways to lose weight, and still not being able to,

your time to actually accomplish it has finally arrived.

It is possibly the best advantage you can take off to finally burn all those fats that you have been staring at for months, or even years.

No more **STRUGGLES!** No more **FAILURES!** No more **FATS!**

Think about how much time you have wasted trying so many ways to lose weight.

Nothing has changed over the years, has it?

Now, if you actually want to become the person who has lost all the weight and be able to look at how charming your body actually is, then might as well give this a go:

[Opt-In page link](#)