

OUTREACH #1

SL: Let's Get Landing ✈️

Hey Vera!

I wanted to let you know that you're doing a great job with your videos on YouTube.

Your approach to minimalistic, intentional living in all aspects of life is great, and something we can all adopt in today's crazy cluttered world... (well I know I can at least 😊)

I took a look at your free 7-day challenge landing page on your site. After opting in, I thought the PDF was really well done but the landing page itself was lacking a lot of life and poorly represented your well-put-together guide :(

I'm sure you know how crucial the landing page itself is to not only growing your email list but also getting this valuable information across to your audience and gaining the trust you deserve!

I rewrote and redesigned a new draft landing page that's not only more visually appealing but fits in with your brand and aesthetic of minimalistic living (I've attached it below)

What's your schedule like?

It'd be great to hop on a call so I can finalise this draft for you, and share some more ideas :)

Talk soon!

Heyab

Outreach #2

SL: Let's Connect the Bridge! 

Hey Whitney!

I hate to barge into your inbox like this, but sometimes things need to be crashed right?
I wanted to let you know that you're doing a great job of grabbing people's attention over on Instagram.

Your posts are seriously on point... 

They aren't only super engaging and relatable to your target audience, but the way you manage to mix humour and super valuable information is next level.

Oh, and the mouthwatering recipes you share are the cherry on top. 

(I'm itching to make your gluten-free banana bread tomorrow afternoon)

I noticed you have a free 7-day meal plan on your site, which is great. But, you're leaving quite a leap to your high-ticket 1-on-1 nutrition counselling.

Based on my analysis of your top-performing content on IG and YT, I've got three low-mid-ticket product ideas that can help bridge the gap in your funnel and generate interest in your 1on1 nutrition counselling.

Hit me back and I'll send them through :)

Talk soon!

Heyab

