

The objective of this outreach

Get them to book a call with me where we can discuss the suggestions I have for their business and any problems they are facing.

I will provide them with free value, in this case, it will be a pdf with the ideas I have for their business to improve conversions and build trust with the audience.

What can I help [name] with

[name] has a great following however I don't think he is converting as many members of his audience into paying customers as he could.

His website is great but there are some changes that I would make to increase the conversion rate:

- The nav bar is hidden so it will be hard for people to find exactly what they want
- If a customer is not ready to purchase a mid to high ticket offer there is nothing else for them to buy.
- There are no testimonials which will put viewers off from purchasing anything
- The newsletter pop-up is the only way to join the newsletter
- The sales pages for each of the courses could be edited to make them more appealing to the reader.

Regarding the newsletter:

- There is a one-time pop-up to sign up that if missed the reader will struggle to find how to join the newsletter.
- A lead magnet for the newsletter will greatly increase the number of people who want to sign up.
- As for the newsletter content, there should be a welcome sequence that introduces new customers to the brand and get to know you
- I recommend sending out 3 emails a week where you give tips, share market updates and sell your products.

DM

Hey [name], I really liked your recent "Property News Updates" post. It's great to see someone covering the news regarding property and simultaneously giving some valuable advice.

I have some ideas about your website and newsletter that will boost the conversions for your courses, would you like me to send them to you?

Email

SL: A spectacular strategy that Steven Hamilton can use to increase sales

Hi Steven,

I really enjoyed your recent "Property News Update" post on Instagram. It's fantastic to see someone covering the market news and providing valuable advice, especially in the middle of the interest rates rising.

I was exploring your website to see what courses you're selling and was pleasantly surprised by the variety of courses you provide.

However, I noticed that your website lacks testimonials, which could hurt your sales. Additionally, there is no lead magnet to attract more people to sign up for your newsletter.

The top property investment coaches are taking advantage of testimonials and newsletters to boost conversions, provide significant value and build trust with their audience.

I am confident that implementing these strategies by adding testimonials to your website, creating a lead magnet for your newsletter, and sending out weekly emails will result in more sales and attract more people to your newsletter.


Below I have attached an email that you can use in your newsletter to provide value and sell your "Auction Training Course".

It'd be great if you send out this email in your newsletter and share the results with me.

Coaches like Samuel Leeds are also doing a few other strategies to not only get more sales but also take advantage of the people who aren't ready to buy yet, but...

I have come up with similar strategies that will be easier to implement and could get better results. I'd love to discuss them with you on a call, what day this week suits you best?

Best regards,
Zayn

 FV for Steven Hamilton