

Hi Tiffany,

I'll keep this short as I'm sure you're tired of outreach messages promising the world. When I checked your business profile, *Riders Tattoos*, I noticed you're ranking 9th for tattoos in Bend, Oregon. That means potential clients have to scroll through 9 competitors before even finding you.

One solution? Regular fresh content. Google rewards active sites, and creating blog posts with the right SEO strategy can push your site higher in the rankings.

I've seen this firsthand, when I started my website, traffic was low at 30 visits a month. After consistent SEO-focused content, I hit 110 visitors in 3 weeks. I can send you screenshots if you want.

If you're interested, I'd be happy to run a quick SEO audit for your site. We can keep it in the DMs or jump on a call, whatever works for you! If now's not the right time, no problem at all.

Best,
Joel

Hi Travis,

I'll keep this short as I'm sure you're tired of outreach messages promising you the world. I noticed *Shark Tooth Tattoo* is the only tattoo place in your area, but your social media content is only getting a few hundred views each time.

You already have the active search market conquered, so it would be beneficial for you to focus on passive attention now. One of my clients in a similar space saw a significant increase in new clients after improving their content strategy.

To show you what I can do I am offering 2 free social media posts specifically designed to drive more engagement and visibility for your shop.

On top of that, I've got a simple DM funnel that can convert your followers into 4-5 new clients in just 24 hours without requiring constant posting.

If you're interested, I'd be happy to walk you through the details. We can discuss it right here in the DMs or set up a quick call. No pressure if it's not the right time, just let me know!

Best,
Joel

Hi Lindsay,

I noticed that Lindsay Rae Tattoos & Artwork doesn't come up in Google when I search for tattoos in your area. This usually points to an issue with SEO, which would be keeping potential clients from finding your shop.

I found fresh content coming from your website helps the website rank. When I started creating blog posts for my own website I saw my numbers increase and I am now ranked 2nd in my area. I have screenshots and if you're interested, I can send them over.

To help you out, I'm offering a free SEO audit for your website. This will show you exactly where improvements can be made, and we can take it from there. If now isn't a good time, no problem, I can move on. But if you're interested, we can chat in the DMs or hop on a quick call.

Best,
Joel

Hi Curtis,

I won't take up too much of your time, but I noticed you're only using a DM funnel and don't have a website. While that approach works, you're likely losing out on potential clients because your competitors have websites that make them much more visible in this active search niche.

When people are looking for tattoo shops, they usually head straight to Google and pick from the top results. Without a website, you're missing a huge opportunity to show up in those searches and attract clients who are ready to book.

I've built websites for businesses in similar situations, and they've seen a massive boost in visibility and client bookings. To help you get started, I can design a free homepage for you so you can see what I can do. In the long run, this will make you easier to find and help you stand out from the competition.

If this sounds like something you'd be interested in, we can chat right here in the DMs or hop on a quick call. Let me know if you're ready to take the next step!

Best,
Joel

Hi Chris,

I won't take up too much of your time because I imagine you are very busy, but I noticed when I was going through your website that it has minimal text on it and this is probably why you are

ranking 12th for tattoo shops in your area. This means that potential customers have to go through 12 of your competitors before landing on your website.

If you had more keywords on your website, then Google would rank your website higher and you would then likely see more clients come through the door.

I have worked on SEO projects with clients before and also on my own website and I have seen my website jump up into 2nd in my area. I can run a free website audit for you and we can see where the weaknesses lie.

If this isn't a good time I understand, I'll just move on but if you want to get on a quick call and I can run you through the details or we can keep it in the DM's.

Thanks,

Joel.

Hi Alejandro,

I'll not take up too much of your time, I couldn't find a website for your tattoo shop, which is more than likely causing you to lose out on clients. In an active search niche like tattoos, people are often going to Google to find tattoo artists, and if you don't have a website, they're landing on your competitors' pages first.

With a website, you'd not only get more visibility but also build more trust with potential clients. I've helped similar businesses by creating websites that showcase their work and drive more clients to their DMs. I can offer you a free home page so you can see how this would work.

Plus, given your strong following, a simple DM funnel would work incredibly well here, bringing you even more clients without needing to post constantly.

If this isn't a good time, that's no problem I can move on, but if this sounds like something you're interested in, we can chat more right here or hop on a quick call to go through it.

Best,
Joel

Hi Sam,

I know you're busy motivating people, so I won't take up much of your time. I noticed your reels aren't getting the attention your 44k Facebook following suggests they should.

I've helped clients boost engagement by creating content that resonates and drives action. To give you a taste, I'd be happy to offer 1 free reel and 1 social media post with a persuasive caption.

Additionally, I've got a DM funnel strategy that could convert more of your audience into clients without constant posting.

If you're interested, we can chat here or set up a quick call. Let me know what you think!

**Best,
Joel**

Hi Belinda,

I noticed the link to your website from your Instagram bio isn't working. That will cause potential clients to miss out on your services.

Just thought I'd let you know.

**Best,
Joel**

Hi Viktoria,

I know you're busy, so I'll keep this brief. I was browsing your website and noticed that your course descriptions are feature-focused. Shifting them to highlight the benefits and tell a story could better connect with potential students and get them excited to enroll.

Since these courses are their entry point into your world, making that connection is crucial. I've worked with similar clients before, and I've attached a testimonial to show how effective this approach can be.

If you'd like, I can do a quick rewrite to show you how it would benefit your business and boost enrollments. Let me know if you're interested!

**Best,
Joel**

Hi Johnny,

I'll keep this brief since I know you're busy. I saw your surf course coming up soon and noticed the copy is quite feature-focused. Shifting the focus to benefits could help fill those last 10 spots by connecting emotionally with potential sign-ups.

I've helped other clients boost course enrollments and have included a testimonial below. To show you what I can do, I'd be happy to offer a free rewrite of the first paragraph to make it more engaging.

Let me know if you're interested, and we can chat more about it!

**Best,
Joel**

Hi Reyanne,

I'll keep this brief as I know you're busy. I noticed your animal flow program in your bio, but a dedicated landing page could help convert more visitors by better highlighting how the program benefits people and improves their lives.

With a more focused page, you should see your conversion rate go up and more people joining your program. I've worked with similar clients, like Susan Carey, and I've attached her testimonial below. I'd be happy to create the first part of the landing page for free so you can see how it works.

Let me know if you're interested, and we can chat more!

**Best,
Joel**

Hi Rini,

I'll keep this short as I know you're busy. I noticed that when someone asks about your work, you send a PDF, which creates a bit of friction for potential buyers. I guarantee you would see a lot more success if your artwork was readily available on your website, making it easy for people to browse and purchase directly.

Imagine if you solved this problem, you'd start seeing more and more sale notifications popping up on your phone because you've removed the friction in the buying process. You could be making money while you sleep by making it easier for customers to buy.

If you send over a few images, I'd be happy to create a free design for you so you can see how it would look. Let me know if you're interested, I have some free time this week if you want to have a quick call.

**Best,
Joel**

Hi Alby,

I'll keep this brief, I noticed that when you visit your website from Instagram, it gets flagged as suspicious, which is likely where people drop off. This would definitely stop potential buyers from purchasing your art and this is why you aren't seeing massive results.

Imagine if this issue is solved, your website would not only feel more professional and not sketchy, but you'd see your numbers fly up, your bounce rate go down and most importantly more sales. I can help fix this for you and optimize your site to make it smoother and more secure.

I solved this problem for my own website recently and I saw my website numbers 3x. I can send screenshots if you want.

I can offer a quick free website review and suggest some improvements. Let me know if you're interested, I have some free time this week.

**Best,
Joel**

Hi Giulia,

I'll not waste your time! Your reels could use a bit of a boost to show off your work. I've analysed your artists who are performing well and are getting lots of sales. They successfully use reveal videos, start-to-finish videos, and story-behind-the-art content to engage their audience more deeply. These strategies can add a personal touch that gets people more invested in your pieces.

You have 2 successful reels with over 10K views, so you can do it but you just need the correct strategy and consistently. Your phone could have loads of sale notifications if you solve this problem sooner rather than later.

I have helped a previous client with his social media and he saw an increase in following and engagement on his videos.

I could send you over a free loom video breaking down your marketing strategies, and if you're interested I have some free time this week for a quick call.

**Best,
Joel**

Hi Bob,

I'm going to be real and not send you some generic message. You don't have a website linked in your bio and from working with other clients not having a website puts you at a serious disadvantage compared to your competitors. This makes it difficult for potential buyers to easily view and purchase your art, adding unnecessary friction in the buying process.

Every day you don't have a website, you're missing out on potential sales. I've helped other artists get their websites up and running, and they've seen a big jump in visibility and sales as a result. I have attached a testimonial below.

Your phone could be buzzing with sale notifications in the next couple of weeks if you solve this issue.

If you're interested, I have some free time this week and I can create a free homepage design if you send me over a couple of pieces.

**Best,
Joel**

Hi Emma,

I was on your instagram and I saw the link to your website in your bio isn't working, which is definitely causing potential buyers to miss out. Without a functioning website, people can't purchase your art, and you are leaving SO much profit on the table.

Imagine having your website back up and running but far better than last time because this time you'll have it designed perfectly for your market and your art. Your phone will be buzzing with sale notifications. You'll have to put that thing on silent.

I've had another client who was an artist, and once we got their website running smoothly, they noticed an increase in client interest and sales. I can send you over the testimonial for proof.

To get the ball rolling I can create a free homepage design as I have some free time this week.

Send me over some pieces of your work if you are interested.

**Best,
Joel**

Hey Lorena,

I'll keep this brief. I came across your profile and it reminded me of clients who I have had previous successes with. When I looked at your shop I saw you have loads of quality products. I especially like your book sleeves.

Quick question, what's your best-selling item? I've seen artists boost their sales by focusing on their top product with a dedicated landing page.

It's a simple way to direct customers straight to what's already working best. I can set that up. I've done this for other artists and I have attached the testimonial at the bottom. It's made a big difference for them.

If you're interested, I have some free time this week. We could get the first part up and running for free, let me know if this sounds good.

Best, Joel

Hey Francesco,

I was going through your profile and you are very similar to some of my previous clients, and it's clear you've built a strong following with some incredible pieces. I noticed you're currently using a DM funnel, which works great for engagement, but there's a real opportunity to go further.

If you look at other artists in your space, you'll see they've all got websites. Having a streamlined homepage could help you convert more of your followers into buyers, giving them a direct and easy way to purchase your work.

I've helped other artists in similar positions set up high-converting homepages, and I can send you over some examples if you want.

If you're interested, I have time this week for a quick call if you are down.

Best,
Joel

Hey Geremia,

I came across your profile and saw that you've built an impressive following, 25k is no small feat! I noticed, though, that your reels are getting around 2k views, which suggests there's room to boost your engagement and get more of your audience interacting with your content.

I recently helped another client improve their social media engagement, and they saw a significant increase in views and interaction after making a few strategic tweaks. While they're in

a different industry, the same strategies can definitely help boost your reel performance too. I can attach a screenshot of their testimonial so you can see the results.

With a few adjustments, you could be seeing more likes, comments, and a stronger connection with your followers. If you're interested, I have some free time this week we can hop on a call to discuss how we can improve your reels.

Best,
Joel

Hey Christina,

I was looking at your profile, and with 14k followers, you've clearly built something solid! I noticed your reels are getting around 3k views, which suggests there's room to get more of your audience engaging with your content. More engagement means more eyes on your profile, more people viewing your shop, and more potential customers.

With a few strategic tweaks, I've helped others in similar situations boost their engagement, and I'm confident we can do the same for you. One client saw a big jump in interaction after making similar changes: *[Insert Testimonial Snippet]*.

If you're interested, I have some free time this week to discuss a few ideas. Let me know if that works for you!

Best,
Joel

Hey Diogo,

I'll make this brief as I know you're busy. After checking out your website, I noticed that while your art is fantastic, there's an opportunity to make the site more visually appealing and emotionally engaging. Right now, the focus is on the artwork itself, but showcasing the stories behind your paintings could help customers connect with you as an artist, not just your work.

A redesign that highlights these emotional connections could really bring your audience closer to your art, boosting both engagement and sales. I recently helped another client do something similar, and they saw great results, I'd be happy to share their experience.

If you're interested, I have some availability this week to discuss ideas. Let me know if this sounds good.

Best,
Joel