

Subject line: The Smartest Way To Release A New Digital Course.

Hi James, I'm going to be rather blunt in this email.

I stumbled across your content on instagram and I must say I was immediately hooked.

After spending some time on your Instagram I decided to visit your website to learn more about your brand.

While I was impressed with your ebook, the rest of the page was empty which diminished some of my initial excitement.

Then I moved to your 'about' tab where there was little information on yourself. I think this section could use a rework to establish more trust with your potential buyers.

Amongst the points I've listed above, creating an email list would be beneficial to your brand. It will create a community and build trust and rapport with your buyers and social media followers.

If you would like to discuss this further I have some ideas on elevating your brands online presence.

Looking forward to hearing from you.

Best regards,

Darcy.