

SL: Keep the momentum rolling

Hi Bronson,

I recently saw Berm Peak and Loam Wolf's reviews of your Raised-Reverse Stem, along with your collaboration video with MTB ALAN.

It was a smart move to reach out to those guys to make videos about your product; influencer marketing is a great way to leverage the authority and trust a content creator has built with their audience!

I was looking through your website, and I saw a lot of opportunities to continue this momentum and introduce more mountain bikers to the RR Stem. I have a strong knowledge base on sales funnels, and I would like to help you build yours out. I think you have a unique and disruptive product, and I have been mountain biking seriously since 2020, so it is something I am interested in myself!

To give you an idea of what I could do for you, I've written a sample email you could send out to your list below 📧

Subject Line: Can't progress any further?

Open Strava, and tell me what your best time is on your favorite trail.

Better yet, tell me WHEN you set that time.

It's been months, hasn't it?

All those long boring road rides to boost your endurance,

All the repetitive training to fine-tune your technical skills,

And still, your PR remains unbroken.

Even worse, while you sit on a plateau, your riding group is getting faster,

Leaving you in the dust.

In frustration, you begin to point the blame away from yourself and towards your bike.

And you know what? You're right.

When you've put in all the work, and still haven't seen the results, you need to look towards your gear.

And nothing will change the performance of your bike like your geometry.

Are you ready to take the leap?

[Break through plateaus by radically altering your bike's geometry today.](#)

If you like the email and would like to learn more, I would be happy to schedule a quick 15 minute call to learn more about where you are at and how I can best help you.

My Thursday is fairly free, so if that works for you let me know and I can send an invite. If not, let me know what does work and I will do the best to alter my schedule accordingly.

Talk soon,

Jack