

T2 Email Sequence

Email 1

Subject: Hey, Stu!

I have gone through the website of T2 Fitness.

The only things that can be said are words of respect.

Within 12 years, you have managed to change thousands of careers and routes of life.

As you know, the market of PT courses is over-saturated with big players.

However, the great variety of your courses, coupled with incredible quality, proven by 5 stars at Trustpilot make you stand out in comparison to others in the niche.

And I am sure that with all mentioned, T2 Fitness courses CAN dominate the market and they WILL.

But in such a seething environment not only the product matters, but also the marketing approach.

You have covered service. Let us cover marketing.

We offer you **free** first steps, which will help to grow traffic and create new clients, just by using skills of grabbing and monetising attention,

The only thing you need to do is to reply, as fast as you can.
Due to our limited number of available spots.

We can discuss any further details in any messenger or during a call.

Regards,

Alex from The Golden Word.

My first impression after reading this is you want to help this guy, right?

Ask yourself how you would be talking to you friend if you were helping him build a shed.

I would open a blank doc and start by making an exciting offer, cut out the lengthy complement.

Start off with something exciting.

Example:

“You do NOT want to miss your chance to save time, energy, and money while getting new customers and dominating the fitness space!

Too good to be true?

Relax and let me explain in just one minute.”

