

Hey [**Given Name**]!

Not too long ago, I felt lost and on the brink of depression, searching for direction in life. I turned to Google for a coach, but the results were disappointing.

Wealthy individuals with flashy cars and private jets were selling their courses, promising quick riches for \$100. I gave up.

But if I were to keep going just a bit longer, I would have found the life-coach directory to find people like yourself.

With your experience coaching thousands of business owners and leaders, being a mom to four children, and running two businesses, who better to guide others in business and life? [**Different compliments for different businesses**]

I must admit, your website is impressive and filled with value. It got me thinking, "How can I make [**Given Name**] brand outshine those online gurus so people can get actual value for their money?"

Let's beat them at their own game!

I have countless ideas racing through my mind on how you can shadow these individuals that offer no value, yet make a lot of money, but I don't want to take up too much of your time.

However, there's a small step you can take to attract more attention to your brand. Revisit your podcasts, gather ideas, create a script, and transform it into a reel. [**Different Strategy**]

I realize this email has become quite lengthy, so I'll wrap it up here. But...

If you're ready to wage a war against those "rich" gurus, let me know.

With energy,
Julian