
Dear Viktor,

I hope this message finds you well. I'm Aiden "Metto" Gerrist, an expert in Social Media Marketing, specializing in Fitness Content and Service Marketing. My purpose is to help as many fitness channels as possible reach as many people for the viewers' benefit.

After taking some time from my day to examine your social media accounts, posts, videos, and descriptions, I've found opportunities within your existing strengths that could amplify the number of people who gain value from you.

I've noticed that you don't have an email list. This is a mistake that is quickly overlooked, but nevertheless a crucial one. However, it is easily fixable. If you were to ever lose access to your social media accounts, you could inform your most loyal followers through your email list. Having an email list also opens up the opportunity for you to reach out to them more easily. Almost everyone checks their email every day, so we could naturally leverage this by sending emails that immediately provide value to your fans. You can also use this to promote any paid content you might have coming up, for those who want to benefit from your fitness content in a more personalized way. Another way to utilize the email list is to create a relationship with your fans.

Consider this advice, this hypothesis, as a free gift from me to you. Hopefully, it marks the start of a fruitful partnership between the two of us.

Now, truth be told, I do not know everything about you and your channel. Naturally, I do not know the things you might have planned. That's why I suggest we arrange a call, complimentary to the hypothesis I just laid out for you, on a platform of your choice. During the call, we can get to know each other, and I can present a step-by-step plan you can start using **right now** to impact your existing viewers and expand your reach.

Wishing you the best of luck, and may you and your viewers achieve all the success in the world.

Best regards,
Aiden Gerrist
