

Previous/sent outreach:

What's up Cody,

Your recent TikTok, " YOU WILL GET CUT, " is the perfect reality check for anyone looking to get into a knife fight. Most people think they'll reverse Aikido their way out of it. Yet, they're shocked when they end up at the hospital.

The Tiktok made me curious about what martial art you teach, so I took a look at your site.

I noticed you have a gym up in Massachusetts, and that's when an idea struck me. What if you had personalized email lessons sent straight to your viewer's phones?

It'll be a lot like having a 1-on-1 conversation with your viewers. You'll form a deep sense of trust with your viewers that will carry on to whatever project you decide to do.

I actually put together an email sequence that'll set you up right away. You'll see that your viewers will want to take that next step to become valuable customers of yours.

Cause why not break the tension with some marketing advice? I made sure to include info about your site and the concepts you've covered on your TikTok.

Do you want me to send the sequence over for review?

Best Regards,  
-Clarence

Theoretically follow-up message:

Hey Cody, Just checking in real quick.

I know you've got a ton of things going on, and I won't hold it against you.

The email sequence is still up in the air. It'll be a nice change of pace from only doing 12-second videos. Email is the gateway to so many things that'll close the gap between you and your viewers

Inspiring messages, community events, online coaching...

You'll find your viewers excited to see what things you come up with next!

Let me know when you're up for it, alright?

All the best,  
-Clarence