

Context on the client:

Hi Louis,

Wanted to get your take on something.

Quick context on the client: Career coaching + job search platform that combines AI tools with human support. They help mid-to-senior professionals (especially product managers, ops managers, project managers) land roles 30-50% faster.

Email volume: Right now we are running a very low volume, only 70 inboxes so it's kinda hard to test fast.

Two main offers:

1. **App (\$49/month):** AI-powered job search tool that automates tracking, applications, company research, and follow-ups. Saves users 10+ hours/week by handling the grunt work of job searching. Self-serve, low commitment.
2. **Coaching (\$1,699/month Premium+):** Full-service career coaching + job search support. Includes personal career coach, reverse recruiting (they apply for you), strategic positioning, comp negotiation, and ongoing support even after landing the role. Human + AI combo for complete end-to-end job search.

What we're running now: Testing two campaigns to Product Managers in SaaS (no signal data yet):

Campaign 1 - App:

- Email 1: Trojan Horse Method - curiosity question ("Are you still managing product at [Company]?)") → alludes to value (automating job search) → asks if they want to try for free
- A/B testing: Speed angle ("30-50% faster") vs. Time-saving angle ("10+ hours/week saved")
- P.S. line: Social proof + "useful to have in your back pocket even if not looking"
- Follow-up (3-4 days): Goes deeper into specific pain points ("what PMs hate about job searching") + explains mechanism
- Goal: Free trial sign-ups

Campaign 2 - Coaching:

- Email 1: Lead magnet offer - "PM Transition Playbook" (IC → Director/VP) covering positioning, networking shortcuts, avoiding traps
- A/B testing: Direct playbook offer vs. Problem-first framing (underselling impact by 20-30%)

- Follow-up (3-4 days): Adds context on who we are + ROI stats (3-6x ROI, \$20-50K more per year) + offers free 15-min coaching call
- A/B testing follow-up: ROI-led (positive framing) vs. Loss aversion (losing 6-12 months + \$20-50K by waiting)
- Goal: Lead magnet downloads → nurture → discovery calls

The challenge: No buying signals in the list (layoffs, job changes, "Open to Work" tags). Just cold outreach to employed PMs. We're essentially doing demand generation (interrupting people who may not be actively searching) rather than demand capture.

My question: Given the lack of signals and that we're interrupting employed people, what would you recommend we test or try differently? Any angles or campaign ideas we're missing here?

Appreciate any thoughts.

Operation Managers Campaign - 3901 Emails Sent - 3 Positive

Campaign Context:

Email 1 A:

Hi Ramona,

After just over 5 years as an ops manager at macros, is a promotion on your mind?

Most feel uncertain about how to handle it without stressing over the conversation...

We've helped more than 100 people land promotions quicker, usually unlocking 15–20% pay bumps while skipping the stress and doubt.

Worth getting more info on what that could look like for you?

P.S. There's a 30-day money back guarantee, so pretty low risk to see if we can help.

Email 1 B:

Ramona – came across your profile showing just over 5 years in operations at macros.

Do you ever feel like you're handling responsibilities above your title but not seeing the same recognition?

Asking because we've helped over 1,000 professionals make the jump into higher paying roles, often get salary bumps in the 15–20% range.

The longer you wait, the greater the lost earnings tend to be....

Do you want to see if now might be the right time to get the pay you deserve?

P.S. With a 30 day money back guarantee, there's not much to lose in giving it a shot.

Email 1 C:

Hi Ramona,

Do you ever feel like being an ops manager is just... a lot? Always putting out fires and rarely getting credit when things go right?

After just over 5 years, are you thinking it might be time for a change?
Most people are not sure how to without starting over...

We've worked with over a thousand people to step into better jobs – they secure new roles in half the time and typically see 3–6x ROI in salary bumps.

Many clients have ended up at Meta, JP Morgan, and other top companies.

Does this sound like where you want to head?

P.S. We offer a 30-day refund guarantee, so low risk to test it out.

Email 2:

Realized I didn't explain how we actually help people get into stronger positions in my last email. It's a mix of coaching plus hands-on recruiter backing.

The coaching side is about building clarity around direction, getting ready for interviews, and being prepared to negotiate your compensation.

The recruiter side is about execution — running parts of the search for you, handling applications and outreach, and making sure you're in front of the right opportunities instead of stuck in job boards.

That's why 1,000+ professionals have landed better roles with higher pay at companies like Nike, Goldman Sachs and Meta.

Would it make sense to walk you through how this system could apply to your situation?

Email 3:

If now's not the right time for the full coaching program, we also developed an app for job searching that makes looking for roles far less frustrating.

It handles the boring stuff – applications, tracking, networking – so you can focus on actually getting interviews and offers.

Good option if you want to get moving without committing to a full coaching program.

Interested in giving it a free try?

Product Managers SaaS App Campaign - 1345 sent - 0 Positive

Email 1 A:

Vanessa - are you still managing product at leantaas?

If so, we built a job search app that helps PMs land their next role 30-50% faster by automating the grunt work (tracking, applications, positioning).

Want to try it for free? Just reply "yes"

P.S. Even if you're not actively looking right now, it's worth having in your back pocket. We have 80+ PMs who keep it on hand for when the timing's right

Email 1 B:

Hi Vanessa,

Are you still at leantaas?

Asking because we built an app that saves PMs 20+ hours a week when job searching. It handles applications, tracking, and strategy so you don't live on LinkedIn.

Worth trying for free?

P.S. Even if you're not looking right now, it's useful to have set up. Most of our users explore it before they actually need it.

Email 2 A:

Just as a FYI, what most PMs hate about job searching is spending hours copying job descriptions into spreadsheets, refreshing LinkedIn 100 times a day, and trying to remember which recruiter you talked to last week.

We built an app that handles all of that on autopilot, tracks every application, centralizes your tasks, and keeps your pipeline organized so you can focus on strategy instead of admin work.

Most people who set it up save 20+ hours a week once they start their search with us. Even if you're not looking right now, it's useful to have in your back pocket.

Let me know if you would be open to trying it with our 30-day guarantee.

Email 2 B:

Probably should've been more clearer in my last message.

The app we built automates the three most time-consuming parts of job searching for PMs:

1. Tracking applications across 10+ job boards without losing your mind
2. Researching companies and keeping docs organized
3. Following up with recruiters without manually setting reminders
4. Most people spend 15+ hours a week just on admin work during a job search. This cuts it down to under 2 hours so you can focus on strategy instead.

Worth trying for free? We take care of all the setup for you.

Product Managers SaaS Coaching Campaign - 811 sent - 1 Positive

Email 1 A:

Hi Katie,

Are you still at smartbiz?

I put together a breakdown of how PMs transition from IC roles to Director/VP level without waiting years for a promotion.

Covers positioning, networking shortcuts, and avoiding the common traps.

Want me to send it over?

Email 1 B:

Hey Katie,

Are you still managing product at smartbiz?

Most PMs I talk to are underselling their impact by 20-30% because they frame their work tactically instead of strategically.

It's the difference between "shipped 3 features in Q4" and "drove 20% revenue growth by solving [X] customer bottleneck."

If you're thinking about where you want to be in 1-2 years (Director/VP or just a stronger IC role).

I put together a breakdown covering how to reposition your work, networking shortcuts, and common traps to avoid.

Want me to send it over?

Email 2 A:

On the PM transition playbook I mentioned.

Quick context: I run COMPANY, we've helped 700+ professionals land leadership roles 30-50% faster. Our clients typically see \$20-50K more per year from better positioning and comp negotiation.

I can send you the playbook, or if you'd rather just talk through your situation, happy to do a quick call where we give you a customized job search packet for free (resume, LinkedIn, cover letter, networking template review/updates).

Which would be more useful—playbook or quick call for the customized job search packet?

P.S. 30-day money back guarantee, so it's fully safe to see if it clicks.

Email 2 B:

Following up on the PM transition playbook I mentioned.

Most PMs lose 6-12 months (and \$20-50K in potential comp) by waiting too long to reposition themselves strategically. I run COMPANY, where we've helped 700+ professionals avoid that trap and land leadership roles faster.

I can send you the playbook, or if you'd rather just talk through your situation, happy to do a 15-minute call where we give you a customized job search packet for free (resume, LinkedIn, cover letter, networking template review/updates).

Which would be more useful—playbook or quick call for the customized job search packet?

P.S. 30-day money back guarantee, so it's fully safe to see if it clicks.

WHY THE ORIGINAL COPY DIDN'T WORK

- **Too polite, too soft:** Lacked urgency and conviction. Cold prospects need immediate value, not subtle curiosity hooks.
 - **Feature-first, not outcome-first:** Opened with what the tool does, not what the user gets.
 - **Buried value:** Key benefits (like salary increases or faster job placement) were hidden or mentioned too late.
 - **Generic ICP targeting:** Messaging was not tailored to pain points based on role seniority or ambition.
 - **Low clarity CTA:** No strong, obvious next step. Often felt optional or vague.
-

WHAT WE FIXED

- **Lead with the outcome:** First line promises a clear transformation (more money, less time, zero cost to start).
 - **Concrete social proof:** Used specific numbers (80+ PMs, \$20–50K salary bump) to build trust.
 - **Soft, clear CTA:** A single action to reply or get the signup link — no friction.
 - **Tighter structure:** Every email is short, scannable, and direct. Built to be read on mobile in seconds.
 - **Removed salesy tone:** Conversational without hype. Still persuasive, but rooted in practical benefit.
-

FINAL COPY: APP CAMPAIGN (PMs)

Email 1: Earn More in Less Time

Subject:

Re: Can I help you earn more in less time?

Body:

Hey Vanessa,

Can I help you earn 30–50% more than what you're making at {{company name}}, in less time, and do it all for free?

Over 80 PMs have already used this to land higher-paying roles, faster without getting stuck in the usual job search grind.

If this sounds helpful, I can send you more info and a link to sign up (free).

Email 2: Limited Access

Subject:

Re: still open (for now)

Body:

Hey Vanessa,

We're only keeping this platform open for free access for a little while longer.

It's helped 80+ PMs get paid more, in less time often landing roles they didn't think were possible without burning out trying.

If you want to check it out and see what's possible for your next move, let me know and I'll send the signup link.

FINAL COPY: COACHING CAMPAIGN

Email 1: Salary ROI

Subject:

Re: Want to earn \$20–50K more in your next role?

Body:

Hey Vanessa,

If your next role paid \$20–50K more and you could land it faster without doing all the grunt work yourself would it be worth exploring?

That's what our clients typically see. They get a personal coach and a recruiter who applies on their behalf.

It's like having a full job search team without burning out on job boards or guessing what works.

Want me to send over more info and show you what it would look like?

Email 2: Full Support, No Guesswork

Subject:

Re: Worth a look?

Body:

Hey Vanessa,

Just following up we're still offering full access to our coaching + reverse recruiting program for professionals who want a better role without going it alone.

You'll have someone applying for you, coaching you through interviews, and helping negotiate higher comp.

If getting paid more and landing faster sounds good I can send you a quick overview and sign-up info.