

Client	██████████
Copy Required?	4 Step Welcome Sequence paired with two free gifts in the form of PDFs files(similar to blog post)
Desire from Copy?	To provide the reader with more personable emails and authentic feeling emails to increase trust between client and product.
How will Copy Assist?	Emails are longer than usual but was necessary to garner goodwill and generate a connection between brand/customer. By utilizing more personable writing the reader will feel more inclined to take action and to trust the product(purchase).
Additional Notes	Brackets indicate [Name] placeholder. Yellow indicates the subject line willing to change if need be. Any and all <u>text in blue underlined</u> are CTA lines that direct the reader to free gifts or to purchase the product. Only email copy was agreed upon. Meaning I will not be running any form of email marketing campaign.

Welcome Sequence

Email #1 (First Value Email Providing the reader with free PDF)

Subject Line: Welcome to our 5 step journey of achieving greatness!

Dear [Name],

Welcome to *our* community of individuals who are committed to transforming their lives and achieving greatness. We're excited to have you on board and can't wait to support you on your endeavor.

We believe that success is not determined by external factors such as genius, education, talent, or connections; it all starts with your *mindset*.

That's why we've formulated a free 5 step mental process that focuses on helping you develop the right mindset to achieve your goals.

By joining us, you have taken the first step towards transforming your life. You're now armed with the knowledge that you alone determine your success. We're here to support you every step of the way.

Our **free** program is designed to help you develop a higher mental fortitude, which is essential for reaching your full potential.

Below is the first step that will transform your mind and help you achieve greatness.

[Click here to start your journey towards greatness.](#)

(PDF With free advice/tips)

P.S, Don't forget to check your email for stage 2 where I'll tell you how I almost *failed* myself.

Best regards,

[Name]

Email #2: (2nd Value Email Intended to connect with the reader on a personal level through storytelling)

Subject Line: **How I Turned My Struggle into Success (And You Can Too)**

Dear [Name],

If you're reading this then that means step one has already served its purpose. Most people would've gotten bored and started watching Netflix by now but not you.

I've kept my word to you so far and I plan to continue doing so. Like I promised before I want to tell you how I almost didn't make it myself.

Hardships can either *break* you or *strengthen* you.

For years, I felt like a failure, unable to attain any real success in my life. But then, after countless struggles and hardships, I finally landed a high-paying job and felt like I had made it. My friends and family even praised my work.

However, that success was short-lived. After spending five years at the same company, I found myself struggling to keep up with the workload and constant deadlines. All my usual tricks failed me, and I began to feel the grip of failure tighten around my throat once again. Coffee, longer hours, and earlier mornings couldn't save me. I was desperate for a solution.

The expectations were towering over me like a dark, ominous cloud and I felt like I was suffocating under its weight. My mind was stretched to its limit and I felt like I couldn't handle it anymore.

My life was a series of mistakes and failures, a never-ending journey of disappointment. I had allowed failure to crush my spirit for far too long. I let failure consume me and embed itself deep within my soul, defining me and casting a shadow over every aspect of my life.

I was gripped with an urgent sense of purpose and knew deep down that my only chance to turn things around was to take immediate action.

From that day on, I realized that my past doesn't define me. It's not about the mistakes I've made or the failures I've faced. It's about what I do moving forward. I was at a crossroads, and while the easy way out was to give up and end it all, I knew that wasn't the answer. I refused to be remembered as wasted potential, a mere shadow of what I could've been.

I made a choice to take control of my future, to stop doubting myself and to believe that I was capable of *achieving greatness*. I knew that it wouldn't be easy, but I also knew that I was the

only one who could make it happen. **I had to be my own light in the darkness**, and with every step I took, I felt stronger and more empowered than ever before.

To all those still here with me, hear me out: never doubt yourself no matter what challenges come your way internal or external, never let go of belief in oneself, for if you do, everything you've ever fought for will crumble and be lost forever.

Thank you from the bottom of my heart for becoming a part of our community. Your presence here is incredibly meaningful to me and to all of us. I'd like to express my appreciation by sharing with you the third stage of your journey. So keep an eye on your inbox for the next email, where I promise to deliver valuable insights without getting too personal.

Sincerely,

[Name]

Email 3 - (Value Belief shifting email)

Subject: The Fire Within You: Overcoming Adversity to Achieve Greatness

Dear [Name],

Life is full of challenges, but here's the truth: the only way to achieve greatness is to overcome adversity. It's not enough to simply believe in yourself - you must have the fire within you to push through the toughest obstacles.

In our last email, I bared my soul to you about the importance of self-belief. But what happens when you're faced with a challenge that seems *insurmountable*? That's where **resilience** and **sheer will** come in. I know firsthand that when you combine determination and self-belief, there's nothing in this world that can hold you back.

Make no mistake - **willpower isn't easy to come by**. But once you tap into that fire within you, the world is yours for the taking. You'll be able to build resilience, cope with stress, and face any challenge with unwavering confidence.

So if you're ready to embrace the fire within you and overcome adversity like a *champion*, stay tuned for our upcoming content. We'll provide you with the tools and strategies you need to **conquer** any obstacle that comes your way.

[Confront your enemy with *ferocity*, embrace the flames that burn within you, and discover what you must conquer to achieve the triumph you desire.](#)

Thank you for being a part of our community. We believe in you and can't wait to see you rise to new heights!

Best regards,

[Name]

Email #4 (First Hard-Sell Email the answer to their problem is the product direct link is offered below)

Subject Line: TAKE ACTION NOW - Time is NOT on your side!

Preview Text: Are you still wasting your life away? You can't afford to be lackadaisical about your transformation anymore.

Let me get real with you. The reason most people don't succeed in life isn't because they're not smart or talented enough. It's because they're **LAZY** and lack a sense of urgency. Your time on this earth is *limited*, and you can't afford to waste any more of it.

Stop making excuses and take responsibility for your life! If you're still sitting around doing nothing, then you're already behind the curve. You know you have to take action, but your flaws and weaknesses are holding you back. **ADHD**, fear of failure, perfectionism, procrastination, lack of motivation, self-doubt, gluttony, greed, lust, and worst of all, a COMFORT ZONE.

Wake up! You need every advantage you can get to achieve greatness in this world. You can't settle for *mediocrity* when everyone around you is striving for success. You must be willing to push yourself out of your comfort zone and do whatever it takes to achieve your dreams.

We have a solution for you, a healthy and completely natural way to unlock your full potential. Don't settle for being average or mediocre. You deserve to be the BEST VERSION OF YOURSELF. Take the first step and seize the opportunity we're offering you. Your time is precious, and there's no time to waste.

[Remember, there's no nobility in poverty. Don't wait until it's too late to take action. Wake up and seize the day!](#)

Best regards,

[Name]