

Here is the link to a landing page example where people would sign up:

<https://diego-10.ck.page/7908d55bba>

Welcome Emails: In the beginning, I would write a few emails to get your audience warmed up to the email and this will be the stage where the tone + expectations will be set for readers

Welcome Sequence Example:

Email 1)

Subject: “Your free training videos + Welcome!”

Body:

Before you go and get your training videos,

I want to welcome you to the newsletter! You can expect to receive 2-4 weekly emails that will help enhance your training journey from barely being able to get your dog to sit to having them demonstrate proper etiquette!

Let me give you 1 crucial piece of advice before you get your resources...

Does your dog respect you?

If your answer was anything but yes, you could be in **trouble...**

I got this question from a guy named "Don" who asked, "How do I gain respect from my dog"?

The answer is,

You have to both build mutual respect for each other. You can't just overpower your dog and expect them to respect you.

If someone overpowered you and forced you to do things you weren't comfortable with, would you trust them? No, probably not... so your dog is the same.

Trust is built with time. Giving your dog structure and being fair. Don't put your dogs in high-stress volatile situations when they haven't proven to handle your task in a low-stress situation...

The moral of the lesson, treat your dogs with kindness and fairness to guarantee you both thrive!

You can watch the full video [here](#).

Alright! Now here you can get your [training videos!](#)

Sincerely,
Robert Cabral

P.S. Tomorrow, I have a discounted product at your disposal!

Email 2):

Subject: “ *CRITICAL LESSON...”

Body:

I received a question today that reminds me of one of **the most important lessons** for raising a puppy or any dog...

The question goes similar to this:

“I've got this 6-month-old Shepherd Lab Mix and she has good obedience but, still does puppy stuff...etc” [Full Video Here](#)

This owner is expecting their dog to be jumping over the moon at the age of 6 months!
Would you make a 6-month-old baby study for Calculus?

I see this way too often where owners will expect their puppies to already be at the same comprehension as 3-year-old dogs.

You need to let the puppy be a puppy. Now obviously, don't let them do anything but, starting out small and letting them chase stuff, bite things, bark, is all normal and in fact is **beneficial**.

In my years of experience, I've seen firsthand how letting your puppies be puppies, in the long run, creates a well-mannered and behaved companion.

As long as you stay consistent in building structure, being fair, and training, your dog is going to turn out to be a wonderful companion

Speaking of Which...

Yesterday I promised you a discount on a training program... [Here it is](#). If you want to excel in your training and take it to the next level, consider my annual program! This was once priced at \$240! **Now, you can get it for \$179!** I'll see you inside!

Happy Training,
Robert Cabral

Email 3)

Subject: "5 Tips to Keep Your Dog from Danger..."

Body:

Here is the first principle you need to live by to ensure your dog's safety...

Don't Be Stupid

Seems pretty simple right? **WRONG**. There are a lot of small things that owners think are totally fine when you take a 3rd person's perspective and will quickly come to find out that it's a bad situation...

Tip 1: Always Use a Leash

Leashing your dog and teaching it good habits with one is a strong way to keep your dog from running after other dogs, jumping on visitors, or getting run over by cars!

Tip 2: Enclose your Dog in the Car

Face it, we have all seen the movies where the dog is in the back of a pickup truck or a dog's head is hanging out the window. While this looks cool, it is actually extremely dangerous for your dog's life...

What if it jumps out to catch a squirrel? **It's a much safer idea to cage your dog in the car instead of letting them go wild.**

Tip 3: TRAIN YOUR DOG

This is also very self-explanatory but, so many people don't do it! **Spend time dedicated to training your dog to have the safest and fullest life with you!** Trust me, it's worth it in the long run!

Tip 4: Overall Health

Make sure that you get your dogs checked up frequently to ensure any serious problems can be spotted and evaluated. Make sure your dogs have a healthy diet that allows them the longest life possible! **Table Scraps don't cut it.**

[Here's the full Video.](#) Make sure you embed these things for a happy dog!

Best Regards,
Robert Cabral

