

Outreach,

Sidenote He calls his tribe the Spartan tribe

**SL: This is Sparta!**

Hey Ryan,

The physical, mental, and financial transformation you've achieved is remarkable and highlights the true power of embracing change to achieve extraordinary outcomes.

Imagine your story and life experience inspiring readers to shift their life's trajectory. A guiding light through their tough times. Creating an irresistible urge for your readers to explore the value of your products/services.

Other professionals like The Art of Manliness offer a free E-book to show their value. Your readers are now missing out on a compact and compelling section, that clearly shows what TPM stands for and what it has to offer.

**Now, envision this:** Your welcome email introduces you as their trainer toward excellence and offers a powerful free E-book (How to Break Free of the Matrix) as preparation for their training. You give them a taste of the value and guidance you can provide to make them the best version of themselves.

This email will:

1. *Boost engagement*
2. *Showcase your value*
3. *Convert prospects into clients*
4. *Inspire readers to join your tribe*

You can discover a personalized example of a welcome email. Tailored to your website's info, check it out at the end of this email.

My reason to offer you this is because I deeply resonate with your cause, and you offer a strong and capable tribe to join. The world needs more strong and capable men before it is too late.

Curious to explore more strategies that could work for you? Reply to this email and I'll share more details with you.

With kind regards.

Nadir el Hamdaoui

**PS: One other valuable strategy is optimizing your discovery call sign-ups. This tweak can significantly elevate your prospect conversions post-call.**

FV, Welcome email

Intro: This is the welcome email, create an email sequence of 3-5 emails so you build up intrigue, curiosity, and inspire them to join your tribe.

Subject line: **Your Trainer Toward Excellence**

Before you start your training, you get to know your trainer.

**Ryan Felman**

Just like many other young men I struggled. I was caught in the clutches of excessive weight and a gaming obsession. Being on the brink of divorce, navigating the rough waters of family court battles, and to top it off buried under \$30,000 debt. But then a pivotal shift occurred when I looked in the mirror and decided to take full control of my life's trajectory. An unyielding determination resurged to seize life's opportunities.

**In under a year, my accomplishments were unlike anything I could dream of:**

- From despising running to conquering a 5K race, outpacing half the contenders.
- Completing a Spartan Race, scaling a cliff of 100 feet, running 4 miles, and conquering 23 obstacles.
- Dropping 25 pounds
- Eliminating over \$30,000 in debt.
- Crafting my own website (Path To Manliness
- Writing and publishing my first book (Reclaim Your Manhood)

Now that you have got to know your trainer you have to prepare for your training. To do this in the best way possible I have created a free, short, and concise guide that will:

1. *Distinguish the free-thinker from the masses.*
2. *Discover the code to unravel your life's purpose.*
3. *Confront cynicism head-on, and pursue your mission.*
4. *Unlock a richer world appreciation.*

**Prepare for training:**

<https://thepathromanliness.gumroad.com//HowToBreakFreeOfTheMatrix>

Tomorrow you will receive your second briefing, and then you must decide which path you wish to follow....

**Follow up**

**Subject line: What would Leonidas do?**

Hello Ryan,

If creating an inspiring welcome email with intriguing following emails to get your prospect to take action is not a priority for you that is no problem.

When this does become a priority you can reach out and I may have the time.

I got other businesses to attend, you can still use the example of the welcome email I sent you.

I wish you and your business the best.

With kind regards,

Nadir el Hamdaoui

**Information path to manliness**

**Work in progress!**

Welcome to the start of your training

Your first mission is to choose a path you want to follow,  
Reclaim Your Manhood lays out transformative practices that propelled my ascension.  
"Path To Manliness" extends a lifeline to aimless young men, offering guidance and purpose. Immerse yourself in this book, weaving its wisdom into your existence. Embrace these 20 critical steps, forging a transformation in the modern man's journey.  
Shift your mindset. Transform your life.

Welcome to the start of your training

Reclaim your manhood is my debut book  
It is never too late to change your life. What can you do today to improve yourself? Be persistent and militant with this change and you won't recognize yourself in one year's time.  
This book is your handbook for straightening out your life so that you can live a more fulfilling and ultimately enjoyable life.

This book will

Help you create your life mission

Understand red flags in women

Develop healthy habits

Gain self-confidence

Become a more interesting man

Live a life of excellence

Reclaim Your Manhood is the debut book of author Ryan Felman, creator of the Path to Manliness brand and website: [PathToManliness.com](http://PathToManliness.com).

Ryan Felman is a man who like many other young men, struggled to find his life's mission. After struggling through the family court system and nearly losing everything in divorce, he bounced back with fury and determination to live life to the fullest. By documenting his rise, Felman has created a path for young men everywhere who are lost and need direction and guidance in life.

In less than a year, Ryan Felman went from hating running to running his first 5K and a Spartan Race. He created his own website and now has authored his first book. Challenge yourself by reading this book and implement its advice into your own life. I have 20 steps here for the modern man to make meaningful changes to his life as well as details about how to take these steps and put them into action.

CHANGE YOUR MINDSET. CHANGE YOUR LIFE  
I WANT THIS

This is the ultimate guide for living your life like a warrior!  
You want to become the modern day warrior monk, then you must elevate yourself to a higher level. This will take the right mindset. And that mindset is the warrior mindset.

This is the long awaited spiritual successor to Reclaim Your Manhood

UNLEASH THE POWER OF THE MODERN WARRIOR  
Discover how to turn chaos into unlimited opportunity

Unlock the power of discipline, dedication and discipline

Learn how you can show strength

Utilize the power of the abundance mindset

Say no to mediocrity and live a life of greatness

CRAFT PRINCIPLES THAT WILL GUIDE YOUR LIFE

A man who hasn't designed his own set of guiding principles is a man who is at the mercy of his base impulses, or worse, another man's principles.

Learn how to create your own guiding principles

Unleash the power of Authenticity

Consciously seek to better yourself and stand out in a crowd

I WANT THIS

Discover the insider secrets to conquering Twitter from a guy who gained over 10,000 followers in a year. 40,000 followers now.

If you want to earn a solid side income, you need to build an audience to sell to

If you want to understand how others get so many more retweets than you

If you want to capture the attention of everyone who finds your account

If you want to learn this insider trick to get in front of new audiences

If you want to learn what you need to start doing right now

If you want to learn the art of crafting the perfect thread

If you want to form your tribe with like-minded people

Then you need the The Tweet For Cash Handbook

Want to make \$500 a month? \$1,000 a month? \$5,000 a month?

This is a scalable side income that can make money while you sleep.

I remember making my first \$1, and it completely changed my mindset about making money online. Then I started to have consistent \$100 weeks. Then as I grew, it became \$500 weeks. And it continues to grow!

I WANT THIS

How to break free of the matrix cover.png

Break free of your bondage

Do you find yourself frustrated with a mundane daily life?

Do you want more out of this life?

Are you ready to challenge yourself and pursue greatness?

How to Break Free of the Matrix. The short and sweet guide to help the young man find his mission in life.

If you seek more out of this life, then be sure to grab a copy of this ebook.

As a man, you are seeking masculinity in a feminized society. By leading a more mindful life, you will achieve a sense of purpose and direction few even contemplate.

Here you will find the answer to what each Matrix movie is asking of you.

This book will separate the free thinker from the mindless drone.

In it you will find the key to seeking your purpose in life.

Battle against rampant cynicism and follow your mission.

How you can gain a better appreciation for the world

I WANT THIS

Volume I.png

Do you want a paperback version of the first year's worth of content from this website? Then you'll love this book!

Every day I see society bashing men. I grew tired of standing by and doing nothing. I refuse to let the media and "manliness" magazines define masculinity.

Which is why I write posts like the 7 Pillars of Masculinity. This is why I wrote the handbook for men who are lost. I am here to help men live more fulfilling lives by finding their mission.

So how do men find more fulfilling lives in today's decadent age? Well you likely have noticed that Playboy has died with the death of Hugh Hefner and yes the articles actually were worth reading at one point. Rolling Stone is a shell of it's former self. GQ wants you to wear makeup. And Esquire wants you to buy as much shit as possible so you can be the ultra metro man.

There is a wide open void in the world of masculinity and self-improvement. The modern man is frustrated with modern society and has no role models. They try to fit in by being consumers and corporate monkeys. "It is only after we've lost everything, that we are free to do anything." Men are providers by nature, and modern society has robbed us of our purpose. A generation of men raised by women is a disaster for modern men. And women too, but the effects are not immediately seen so they don't always notice.

This does create the perfect army of consumers and corporations have a lot to gain from a feminized society. The modern man has become fat and lazy. He is addicted to gaming and mindless consumption. He worships doctors, while ignoring his nutrition and exercise. He loves THOTs online but fears social interaction. Reclaim your manhood! This book is a collection of my writing from PathtoManliness.com

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**Reclaim your manhood:**

Pains: Feeling like their life has no purpose, Not having quality conversations, Not having clear steps to follow, not being able to stand their ground, it is too late to make the change.

Fears: Wasting money, It not being worth the price, The information not applying to them, Fear of low testosterone, afraid of losing their girl

Desires: Getting insights and perspective on approaching their life, condensing other topics than just women, having a guiding light in hard times,

## My Story

I was \$30,000 in debt, overweight and addicted to gaming and sports, but then everything changed when I started taking ownership of my own life.

After struggling through the family court system and nearly losing everything in divorce, I bounced back with fury and determination to live life to the fullest. Reclaim Your Manhood documents the life-changing habits you need to implement to replicate this meteoric rise.

**Path To Manliness has created a path for young men everywhere who are lost and need direction and guidance in life.**

In less than a year:

- I went from hating running to running my first 5K and beating half the men in the race.
- I also ran a Spartan Race where I scaled a 100-foot cliff, ran 4 miles, and completed 23 obstacles.
- I lost 25 pounds using the tips and tricks in this book.
- I paid off over \$30,000 in debt.
- I created my own website and authored this book.

Challenge yourself by reading this book and implementing its advice into your own life.

Follow these essential 20 steps for the modern man to make the necessary changes to your life.

**Change your mindset. Change your life.**

## Spartan tribe::

Pains: Not having people in their environment to talk about problems they face. Not being held accountable by other men, and feeling lost.

Fears: Becoming like older men who have it bad and have not accomplished anything,

Desires: Having a brotherhood who are like-minded, push each other to do better, and are positive towards each other, Become the most masculine version of themselves,

I speak from experience because I have lived the way society conditioned me to be. It led me to go through a brutal divorce which tore my life apart.

I was pissed off at the family court system, angry that I let myself get to this point.

I no longer had the energy to deal with a shitty wife and a shitty marriage that led to nowhere

I could have easily blamed court, society and my friends but I decided to look inward.

That's when I realized that all my life had been a lie.

I realized that I let myself stagnate.

I had gotten complacent and was no longer pushing myself to my limits.

I worked hard at my job and did the bare minimum that was required to stop me from getting completely out of shape. **But the truth was that I wasn't winning. I wasn't conquering. I was just surviving. I was treading water.**

All I ever did was spend most of my free time watching sports, playing video games and eating too much junk food and drinking too much beer.

But, something in my soul didn't feel right. I didn't want to just survive. **I wanted to thrive. I wanted to be great. I wanted a life others would be envious of.**

I wanted to make more money

I wanted to get stronger, faster, healthier

I wanted to be more attractive to girls

**So I made a change.** I began to push myself beyond my limits

I got to a point of no return

I quit drinking so much

Quit gaming for 500 straight days..

Quit watching sports..

**I began to focus on making my own life better.** I started working out with higher intensity. Started biking. Then running. Slowly I started to fix my diet, piece by piece.



**Suddenly, the weight started to come off. I lost 25 pounds in one year.** I began to look better. It made me more confident. People took notice. That made me even more confident. Created a positive feedback loop to keep striving to be better.

I made better friends. Started working out and running with them. I signed up for my first 5K ever and got hooked! I became a running/race addict.

**Today, I've run 14 Spartan Races, a half marathon, a marathon, and countless 5Ks. I'm a black belt in Tae Kwon do. And I've created two successful businesses.**

Looking back, it's hard to imagine this was possible, but when you begin to stack wins, you pick up massive momentum. **With just a few changes, consistent action and persistence, anything is possible!**

This proves that you need to embrace your innermost masculine self to feel the joy...

The happiness...

The fulfillment...

It's all possible though