

## #1 Story-Email

**SL: Work hard <name>**

**PV: But NOT too much**

<name>,

This is not my usual funny email,

What I'm about to tell you will actually make you appreciate the journey you're on, as an entrepreneur.

Because I see way too many people in your same position suffering from:

Always wanting more after achieving something.

First you sacrifice your sanity to reach your first \$10K

Then \$100K

\$1M

\$5M

\$10M.

And I used to be obsessed with "climbing the mountain".

When I started building KingKong,

All I had was \$50 and an iMac that my girlfriend (now wife) gifted me.



And from there I cold called 150 businesses daily to boost their Google Ads rank.

On the second day of doing that,

I signed my first client.

So all I was doing afterwards was:

1. Keep cold calling during the morning to sign more deals and scale my income
2. Delivering the services in the afternoon and evening.

So in just a matter of days, I went from just starting my business

To working on it 18 hours every day.

And I didn't even celebrate my first win even by a little bit...

Because my #1 Purpose at the time, was making my first million dollars.

And guess what happened when I hit it <name>...

NOTHING.

I just kept going.

Only later, when KingKong started REALLY growing, I realized that I've been wasting my life.

I'd become an "office-goblin", who was ONLY making money.

And that's when I started to change.

Delegating and automating tasks.

Introducing deep work days.

So that I could have my time now to build my family and BE HAPPY.



So <name>, if you're under 30 and your biz is still evolving,

I'd be sprinting full speed right now.

Don't get me wrong.

The hustle is what makes the needle move forwards.

However, I would still find some time to enjoy life.

I don't want you to become an office goblin just like I was.

Sabri "18 Hours" Suby.

P.S. If you really want me and my team to help you take control back of your time and take care of your whole customer/client acquisition system,

[Click here to book a 30 min strategy session.](#)

## #2 Better Way-Email

**SL: Viral cats are crushing your ads 🐱**

Hey %FIRSTNAME%,

You know what's dominating Facebook right now?

- 📺 Cats dancing in cowboy hats.
- 📺 A guy yelling "RED FLAG" into a hairbrush.
- 📺 AI slop with 4 million views and zero soul.

And you're over here trying to sell high-ticket offers like it's 2016.

The algorithm doesn't care how good your product is.

It cares about one thing:

**retention.**

And unless your ad can out-perform a Chihuahua doing backflips to Bad Bunny...

You're toast.

See, most businesses are playing "try not to bore people" on HARD MODE.

Meanwhile, my clients are skipping all that noise.

Their content actually makes strangers stop scrolling, lean in, and buy.

Why?

Because we hijack attention using something timeless:

Human psychology.

I'm talking about proven frameworks to shift beliefs, destroy objections, and get people *primed to buy*.

So instead of competing with viral cats...

We *engineer* scroll-stopping content that makes buyers go, "Shut up and take my money."

If you're sick of watching dancing cats steal your traffic...

And you're ready to *inject scroll-stopping sauce* into your ads...

[Book a free 30-min strategy session with my team.](#)

We'll hand you a plan to turn \$5 ads into \$5,000 customers...

And finally give your brand the attention addiction it deserves.

Spots are limited: like, actually.

Grab yours before the TikTokers do.

Sabri Suby

### #3 Story-Email

SL: the origins

I don't know you <name>,

But I don't come from a lot of money.

And that's exactly why I've hustled so damn hard my whole life.

Not because I wanted to get rich.

But because I didn't want to be a burden.

Actually I wanted to help my loved ones.

That's what we Entrepreneurs share in common I guess.

We want to provide for others around us.

And that usually comes from being helpless at the beginning.

That's what gets us into entrepreneurship.

For me, that beginning was Byron Bay.



Small town in Australia.

Raised by a single mum working 3 jobs just to keep food on the table.

I remember watching her leave for work at sunrise every single day.

And it broke my heart how her eyes were barely open, dragging her feet.

I didn't want her to keep living like this ever again.

And neither did I want to have the life she was living.

So at 16, I got a sales job.

It was 2002.

I was cold calling 300 businesses a day.

In a converted shipping container.

No windows.

No AC.

With 30°C outside.

Begging them with some dumb robotic script to buy some empty ink cartridges.

And what do you expect from this <name>?

Do you think I started making \$10K/mo?

Hell no!!!

I could barely close 1 deal a day.

Two other girls at the office were crushing me.

Making not even 1/3 of the calls I was making.

I felt humiliated.

But I didn't quit.

Because my options were simple:

1. Stay in sales
2. Work in a kitchen
3. Do backbreaking labor

And I hated the last two with a passion.

So I had to ask myself...

*“whatever you’re doing, is not working bro...”*

And went back to the job the next day.

Put the script aside, and thought:

*“All the people that I’m calling, do not give a shit about me.*

*They only care about themselves and what’s in it for them.”*

So what does that mean <name>?

All the words that come out of your mouth need to be about

- what it is that the prospect wants
- how you’re going to improve their situation

And by making this tweak, I went from 1 closed sale,

To 10 just the next day.

And that was my first taste of sales success.

Made very little money for that period of time.

But it taught me a core lesson that I teach in my book [“Sell Like Crazy”](#).

And what started in a shipping container with a janky script...

Eventually led me to build Australia’s fastest-growing digital agency.

From \$0 to \$70M.

Because I STOPPED sounding smart

And STARTED sounding useful

Sabri “300 cold calls” Suby.

P.S. If you’ve been struggling to get more leads or close more deals, you need *Sell Like Crazy*. It’s not theory. It’s what I lived. [Grab it here for FREE.](#)