

THIS WELCOME SEQUENCE IS FOR A NOOTROPIC (BRAIN) SUPPLEMENT

1 - Who am I writing to? Who is my avatar?

Entrepreneurs/individuals in the writing industry. Other industries where creativity and mental clarity are required..

Post-Review:

I am writing to any individual who is working in a field where mental clarity, creativity, and optimal performance is important. It can be any type of creative —> copywriter, screenwriter, visual artist. It can also be athletes, lawyers or people involved in the military. It can be entrepreneurs, CEOs, finance analysts.

But, for the sake of having a specific target audience, I will segment my pieces of copy for the next project that I execute to tailor them to individuals professing in distinct fields. This is to get their attention in a much easier, more personalised way. Study Shopify Swipe to understand better.

2 - Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc

Signed up to my email newsletter. They are beginning to see the value of my product and starting to slowly shift their paradigm of thinking. That they're not 'born this way', that they CAN develop a 'high-performance' brain.

Think and define what their 'pain-state' beliefs are like 'Man I can't get my work done' and devise a 'dream-solution' belief such as 'Nootropics are a great way to do XYZ'. Identify and embed more pains such as 'I want to be more efficient and faster with my work and everything I do. I need to finish my work faster. I spend zero time with the kids and the wife. They hate me for it...'

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to buy my product after getting invested in the value of my emails.

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GURGEN:

You want them to click that link - That's your sole objective G.

THEN you persuade them to buy on the landing page.

This email is really to semi-qualify your avatar & get them curious about the product (curiosity is what'll make them click).

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

They must shift their beliefs into thinking there is hope for restoring their focus and clarity to achieve their goals. (whether it's starting to earn \$10,000/ a month or getting a top-dollar promotion)

COPY BELOW

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Welcome Sequence

Email 1

Preview Text - **Congratulations. Here is your free 3-video Series (about Maximizing Your Brain).**

SL: Create insane cash flow with MILLION-DOLLAR ideas in a matter of seconds....

Hey [name]!

95% of people (you included) are not aware of the **explosive** creative ability they have to earn \$500,000+ annually, 

Most likely, you're being exploited by your 9-5 boss to ONLY use 5% of your 'caged' money-making abilities, serve your company's purpose and throw **yours** in the backseat...

By punching meaningless numbers into Excel or doing some other snoozy task. 

You know deep down you're not a worthless robot, that you're truly destined for greatness...

You could be running a multi-million dollar startup, owning a summer house in Italy, and paying all your parents' bills.

But modern 'epidemics' like short attention span, chronic brain fog, and severe lack of focus literally **imprisons** your mind in a depressing, shallow, 'wasted-potential' reality.

So, my team and I decided to found Neurohacker to **liberate** you from these 3 common mental shackles so you can quickly join 'the millionaire's club'.

After 1,056 lab tests and 231 client testimonials, we can officially unveil the **legal, real-life** version of the "Limitless drug".

So you can make that "F*** you money" that'll drop your boss and co-workers' jaws and make them reek of jealousy.

All of this within 30 days using our '6-figure Fast-Track Mastermind.pdf' we'll gift you for FREE in our third email,

BUT, we'll wait until you unpack the goldmine revealed in this series to prepare you for what's **next...**

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Small preview:

- 5 **ancestral** herbs Mayans used to pull 72-hour long sleepless-hunting trips...before coffee came into the picture.
- 1 stupid-simple work space fix that will 10x your daily output and make you a top-earning employee.
- 3 non-mainstream diet adjustments that expert neurosurgeons swear by, which can elevate your focus to unprecedented levels (feels like your brain is running on jet-fuel)
- A revolutionary caffeine alternative 'BIG COFFEE' is paying millions of \$ to keep 'under wraps'.

Anyways, here's the video series we promised.

Watch it. Then we'll reach out to you again for your 2nd step in this transformational adventure that'll take you on a **bullet train towards machine-like productivity..**

P.S. It will include a story about losing my wallet and passport in a Mexican taxi only 1 day before a return flight home, yeah, NOT GOOD...

[Exclusive link to the free 3-video series.](#)

- Jeffrey Becker, MD

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THIS WELCOME SEQUENCE IS FOR A NOOTROPIC (BRAIN) SUPPLEMENT

Email 2

SL: How losing my identity led me to exponential success....

Preview Text: But you can 10x your wealth without losing yours.

Hey [name],

Before I crashed into the cold, hard Mexico City airport floor...

The inescapable future of being forever homeless in a Mexican forest flashed in my mind.

...

It was a sweaty-hot day in Mexico City, peak COVID-19 times, and the whole world was slowly shutting down.

I was finally flying home to New York after staying in Mexico City and developing my energy drink, "Loco Limon".

After guzzling a few cans of it I had finished packing to finally return to "home, sweet home", in a fast and furious, sweet caffeine-crazed rush.

Ubering to the airport, I was reflecting on my final week in the Mexican capital. It felt more chaotic than NYC on 9/11...

Passport Control!

As I was handing the cute officer my papers, I took my folder and little did I know....

I reached for a whole bunch of NOTHING, zilch, nada, all my ID documents, GONE!

The whole airport went weirdly mute.

I felt my pulse ragingly beat and then dropped to one knee...

Falling head-first on the floor, prompting a crowd to rush in and gather around me as I bloodily lost consciousness.

4 months after the near-fatal fall...

I had finally learned to master my mind, with not a DROP of loco limon in my body.

A drink I had taken a long time to concoct and as a result thought it was the end-all, be-all mental performance energy drink, but I was wrong, so I had to come up with a completely **organic** alternative.

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I had finally managed to crack into my '**buried focus potential**'... with ZERO sugar or caffeine.

Spending months healing and learning from native Mayan tribes about natural 'focus' compounds used 1000s of years ago...

What kept them razor-sharp during *3-day-long, sleepless deer-hunting trips in muddy, foggy rainforests...*

LONG before coffee and sugar came into the picture.

Inspired by these **ancestral elixirs**, we designed nature's answer to cocaine..MINUS the organ damage.

Finally, I can tap into a pure, blissful, **uninterrupted focus, on command**.

Scrapping the trashy Loco Límon drink I was so invested in, and founding *Neurohacker Collective*.

We've designed what many of my product-testers call "**focus in a bottle**".

Within 1 week, testers report insane surges in mood and a focus so potent, it becomes dangerous...

To the point where you **instantly find yourself typing away million-dollar ideas** on your keyboard...

For hours on end, letting your hot drink get cold, not even noticing the 6 hours that passed on the clock...

We do NOT recommend this product if you just want to "chill", let your bills add up, and escape your work tasks.

This is because it WILL alter your brain chemistry to where **effort actually feels good**.

ONLY if you are prepared to cure your brain forever, **take step 2** and press on the link below.

- **Jeffrey Becker, MD**

[→→→ Neurohacker Collective ←←←](#)

OR, you can keep battling brain fog while watching other Joe Schmo's turn into Silicon Valley tycoons.

EMAIL 3 ON NEXT PAGE

THIS WELCOME SEQUENCE IS FOR A NOOTROPIC (BRAIN) SUPPLEMENT

Email #3 (Value & Belief Shift Email)

Subject Line: Struggling with focus? Stop dancing with these **“three devils”** to master your time.

Preview Text: STOP the toxic hamster wheel **now**.

In this day and age, the mini Times’ square of limitless screen time we’re exposed to has invisibly enslaved us with **some sneaky mental traps**, namely these 3:

1. ‘Brain-frying’ screen exposure
2. Caffeine
3. Sugar

Coffee and poisonous energy drinks are the average Joe’s go-to fuel to help them “get through the day”.

But it’s time to PAUSE and reflect about how you unconsciously got yourself into this deadly hamster wheel, that is:

- Draining your energy via adrenal fatigue.
- Making you work at turtle-like speed because of frequent energy crashes.
- Not allowing you to connect and bond with loved ones due to brain fog.

Top Meta, Google and Youtube CEOs have all publicly claimed that some of these ‘devils’ are killing your work speed and efficiency.

Neurohacker is here to reveal some keys to naturally rewire your brain to ChatGPT-level processing speed.

So you can 10x your efficiency to **outwork** all your colleagues and competitors.

Choose the natural way elite CEOs use to hack their brain, choose **Neurohacker**.

[Discover the dangers of the brain-poisoning “trident” & learn natural methods to boost energy and focus.](#)

- Jeffrey Becker, MD

EMAIL 4 NEXT PAGE

THIS WELCOME SEQUENCE IS FOR A NOOTROPIC (BRAIN) SUPPLEMENT

Email #4 (First hard-sell)

Subject Line: Awaken your sleeping brainpower to unlock your human potential.

Preview Text: Instantly boost your focus and creativity to achieve your wildest dreams.

You do not have a single clue of just how much you can accomplish in your lifetime.

Your potential has zero limits and you ARE completely capable of moving out of your crappy apartment into a huge mansion.

You are completely capable of getting that top-dollar promotion, tripling your salary or achieving financial freedom as an entrepreneur.

You are completely capable of conquering all your demons like

- Stress
- Low energy
- And brain fog

...which all become a tall brick wall that separates you and your goals.

But please, do not overfill your blood with caffeine and sugar...

...or overcrowd your mind with useless hacks or productivity tricks you find on Youtube.

With this 100% natural solution we are about to reveal to you, you will officially have:

- **Zero** brain fog
- Tons of **energy** during the day
- A **calm** mind during the night
- And enjoy a state of **deep focus** to accomplish all your work tasks...

...before your peers even have the chance to wake up.

Your key to having control over your own mind and body is **ONE** click away.

[Click here to unlock your genetic potential and claim your right to complete freedom.](#)

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OR do nothing about it and continue living the “rat race”. The ball’s in your court.

Email #5 (Second hard-sell)

Subject line: The truth about your chronic lack of focus.

Preview text: How exactly to make it disappear.

Brain fog is a disease that only modern society is plagued with.

It comes as a result of triggers like long screen time spent on social media, and a certain set of lifestyle choices—like consuming coffee and energy drinks

These are one of the most **misunderstood** tools to achieve focus.

Fuelling yourself with only caffeine and sugar is like shoving steroids into a racehorse and then blindfolding it in a circular field...

...they will sprint and sprint then eventually crash into a wall and fall down.

Certain natural compounds we use are tested and proven by huge medical institutions such as Harvard and Mayo Clinic to deeply rest and powerfully fuel the brain at the same time.

Whereas downing a ton of coffee everyday on the other hand, is proven by a Mayo Clinic report to quickly increase risks of:



Anxiety



Insomnia



Headache

This is why we recommend you to think twice about what tool you use to fuel your inner racehorse.

And this is also why we at Neurohacker Collective have carefully designed an organic formula that is **disrupting the market** and already **adored** by many of our lucky customers.

[Click here to supercharge your focus and 10x your productivity](#)

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PS. Here is what our customers have to say:

“Feeling relaxed but energized at the same time is something I haven’t experienced for as long as I can remember. It really eases you into a flow state and makes work enjoyable.” - **Jacques Couteau, Baton Rouge, LA**

“When I take Neurohacker’s formula, I instantly feel like my childlike creativity is back, AND I see everything in a more positive light. After decades of living in the ‘dark’, my 5th grade English teacher’s words now ring true. And they were that “she’s never worked with as creative a child as me” - **Ben Koscheck, Boston, MA**

“I’ve never felt this deep of a focus, I can’t really put it into words. The only way to know what I mean is to try this” - **Nina Simonelli, Atlanta, GA**