

Hi Andy

Opening emails is like a chore. So here's what you might want to hear...

I think that it's cool how you talked about your struggles in performing 8 times a week under hot lights.

It's cool because your story is actually talking about your customer's current struggles.

Which communicates that *"This guy, he gets it."*

Hi Jerry 🙌

I know that opening emails is like a chore. So here's what you might want to hear...

I like how you made your mission unique to show how you want to help others succeed by relieving some of their stress when they're pursuing their passions.

Many in your niche have the same mission. Which makes their claims boring and sometimes unbelievable.

So your extra effort REALLY shows that you mean what you say.

I think it's genius and based on what I've seen of your brand from the outside...

I'm pretty sure you might be the brand that actually wants to make a change in the world.

So I made you this

For Davide Bollati (DAVINES)

Hi Davide 🙌

First of all, I respect what you said in the Estetica Magazine interview "But the fact that we want to be the best all the time is something natural."

And if you don't want to grow as a businessman, then "you don't want to be a businessman."

And **I'm sorry**, but you're using the wrong language in your IG captions.

And It's keeping it from growing even bigger.

In fact, it's the only thing that, if fixed...

More people would click your link...And you'd get the results you and your customers deserve.

SL: Reading emails is like a chore—so here's what you want to hear 🗣️

Hi Ana 🙌

First of all, I appreciate that you want to use Dr. Brown's brilliant epidermal growth factor to give more people's skin a new life.

And **I'm sorry**, but you're using the wrong language in your IG captions.

And it's kind of keeping you from giving more people's skin a fresh start.

In fact, it's the only thing that, if fixed...

More people would click your link...And you'd get the results you and your customers deserve.

I'm not talking about English here.

I'm talking about logical/critical thinking (listing out the features)

Which, unfortunately, doesn't push the 'Action' button in the reader's mind because logic doesn't excite the brain.

So I'd recommend you use a language that speaks directly to the decision-making part of the brain...

And makes people happily open up their wallets for you (it's not a foreign language)

Yeah, let me know if you want me to get more in-depth.

Talk soon,
Mattias

Which might be the only way for you to get the results you deserve.

And we both know that people buy things based on emotions.

For example: You don't buy coffee because of the ingredients but because of how it gives you that happy energy.

I have some templates tattooed in my brain that you could use for any of your products.

Your captions talk to the logical part of the brain and don't speak the decision-making language.

Which might be the only way for you to get the results that you deserve.

templates that you could use for any product. Kyle Milligan uses them.

Because this mistake, if fixed, allows you to send more people to your website.

Right now it's making it hard for you. Let alone maintain people's attention

In fact, it might be the only problem.

I like it but unfortunately, there's one mistake in your Instagram captions that

Hi Ana

I'm sure that if you would use a different approach in your IG captions...

You could give more people your products that include ingredients like green mush, lemonade, and seeds.

I'm talking about an approach that makes it hard for people not to buy.

Because, when people buy your product, they don't actually want the product.

They want to know how it would make them feel emotionally.

For example: You don't buy coffee because of the ingredients.

You buy it because the warm heat that spreads through your body brings you comfort and joy. Giving you that surge of energy.

Hi Jessica

Opening emails are like a chore innit? So I'll get to the point.

I think that a different approach in your captions might actually help you give more people your products that include ingredients like green mush, lemonade, and seeds.

Because as much I see, there's too much focus on the features (the logic)

And we both know that people buy emotions and not the actual thing. No matter what you're selling or for how expensive.

Hi Jessica

Opening emails are like a chore innit? So I'll get to the point.

I think that you could give more people your products that include ingredients like green mush, lemonade, and seeds.

If your captions would focus more on the emotions and not the features.

Because we both know that you do not buy coffee because of the ingredients. You buy it because it makes you FEEL confident. Good about yourself.

And the same principle can be applied to anything.

Hi Jessica

Since your captions trigger the “sales guard” it becomes really difficult for you to...

Give more people your products that include ingredients like green mush, lemonade, and seeds.

We both know that people buy emotions and not the features of your product.

For example, you’d not buy a Lambo just to have a car. You buy it so that you could FEEL good when people pay attention to you. Unique.

I think you could use the templates Kyle Milligan uses that follow the same principle which makes it hard for people not to click.

Therefore they’d beg you to take their money.

Hi Jessica

You’re obviously smart, so you know that for you to give MORE people your products that include ingredients like green mush, lemonade, and seeds...

You would need to grab more attention, maintain it and send more people to your website right?

But since your captions trigger the “sales guard” it becomes really difficult to even hold attention.

Let alone get people to click.

I think you could straight-up copy and deploy the same skeletons Kyle Milligan used to make it hard for people not to click.

They completely ignore the salesy language and focus more on giving people the emotional rollercoaster for change...

So that they’d beg you to take their money.

If you want I can take the exact same template, pull out some things that don’t apply to you, and make it seem yours.

Let me know if you want it.

Talk soon,
Mattias

I have some Instagram templates Kyle Milligan used to make it hard for people not to click.

They straight up ignore the salesy, pushy language and focus more on getting people to sit at the edge of their seats.

Ready to take out their wallets and beg you to take their money.

I have some warm and ready. Let me know if you want them.

Talk soon,
Mattias

Hi Jessica

I'm sure you know the vague answer to how you could...

Give MORE people your products that include ingredients like green mush, lemonade, and seeds.

Obviously, it would be to grab more people's attention and maintain it.

But because of the "sales guard" that dangles in your captions, it becomes pretty difficult to even maintain attention.

Let alone get people to take action.

Hi Jessica

I was looking for some tips to clear out acne and found you on Twitter.

And noticed that you want to deliver more people products that include ingredients like green mush, lemonade, and seeds. Which is cool.

And to do that you'd need to grab more people's eyeballs and get them to pay attention.

And today while scrolling on Insta I noticed a wrong approach in your captions

Known as the "sales guard"

It's when you use pushy, salesy language that

Hi [name]

I know that opening emails is like a chore so I'll get to the point.

You want to help more people by delivering them products that include ingredients like green mush, lemonade, and seeds right?

So you'd

So out of thousands of other skincare companies, people should stop and pay attention to you.

But the reason why your competitors are getting the spotlight isn't because they've been around more.

Or because they may spend millions on paid ads.

It's because your captions

you (we both know that attention is the new currency)