

## Avatar

John, 45, retired early after selling a successful business.

Fears: He'll stagnate at golf, and will be embarrassed by his "friends" who get better, while he stays where he is. His friends are other semi-rich men that aren't actually his "friends". This stems from his true fear that he will never be good at anything, only mediocre.

Dream State: He's the best golfer in the world, beating anyone with ease. He will get the respect he needs, as he will finally be good at something.

Roadblock: He doesn't know how to improve at golf. What specific things he should try, other than just playing more.

Solution: Using a new technique/secret, that will allow him to blow his friends and even Rory McIlroy out of the water.

Product: Shows this "secret" to John, so he can reach his dream state.

## Facebook/Instagram Ad

Out-of-shape golfer with arthritis is humiliating PGA pros on the daily with his deadly shots on the fairway [read more]

After reading that caption, you might be thinking...

*"What does this out-of-shape cripple know about Golf?"* 🙄

Turns out, he knows a lot more about golf than you do. 🤔

People schedule lessons with him **5 years in advance.** 📅

💰 For **thousands** of dollars. 💰

To get the UNMATCHED power on your shots that a 46-0 "PGA pro destroyer" has...

Click the link in our bio to find out his "golfing loophole" 👁️

PS: He told me (the social media manager) that he's "giving 10 bucks to whoever fails to master this in under 3 swings"



## Landing Page

“Reading your newsletter for two minutes a day helped me **slash 8 strokes** off my golf game”

Thomas Paul, 45-year-old beginner golfer

By joining 4,560 other soon-to-be-PGA-pros, you will get:

- Premium golf tips every single day, including some of my best-hidden secrets.
- Access to an exclusive community of like-minded golfers, where I'll be answering all your questions personally.
- My FREE (for a limited time) “The 5 steps to easy golf” Masterclass, where you'll learn the secrets that led me to my first-ever win against a professional

So what is there to lose?

*Email:*      *Name:*

Sign up now, so you can confidently say...

## **GOLF'S EASY!**

### 1st Email - Welcome Email + Free gift

**SL: A wise decision**

*PT: Your E-Book awaits you...*

Hey [name]/soon-to-be-pro-golfer!

You've made a very wise decision.

I try my best to make my emails full to the brim with helpful golf tips for the everyday golfer.

This is why I can guarantee you won't regret getting these emails from me.

Here's the E-Book -> [ebook]

Now, while the E-Book IS a great start...

There are still many things you must learn, my golfing padawan.

Until next time, where I'll tell you the crazy story of how I almost lost a 14 000\$ bet with no money to pay up.

I would have gotten beat up if it wasn't for...

Stay tuned,  
Darrell Klassen, Owner of OHP

### 2nd Email - HSO and Founder's story

**SL: With not a nickel in my pocket!**

*PT: It came down to the wire...*

Hey [name],

As promised in the last email, here's my insane story of how I almost went 14 000\$ in debt.

On one faithful day, I felt ballsy.

The type of ballsy, where you make bets without a single nickel in your pocket.

I get to the golf course (as usual).

Planning to destroy professionals (as usual).

*Before I say anything further, keep in mind I usually played while betting 500\$.*

That day there was this famous MMA fighter there. (I'm not gonna say his name because I would be sued so hard my arthritis would get worse by 2 stages)

This guy comes up to me with a grin on his face and asks me to play golf. Of course, I accept.

In hindsight accepting the bet was a foolish decision, I knew he was up to something. (But how could I say no?)

He said verbatim, and I remember this like yesterday:

*"Okay, Let's bet on it. **Fourteen thousand dollars.**"*

I remained cool, after all, he was just another golfer.

*(Little did I know the 14 grand bet came down to the wire)*

The score stays even the entire time, I guess he must know my secrets...

This is it. Hole 13. If I miss this simple tap into the hole I'm done for.

[And ONE of us paid up...](#)

[Video about what happened + how to remain calm]

Stay tuned for my next email, where I'll solve the BIGGEST problem the modern golfer has.

Darrell Klassen, Owner of OHP

## 3rd Email - DIC and solving their core roadblock

**SL: How to detach yourself from reality**

*PT: + why detachment removes 90% of your golf issues.*

Hey [name],

Strange title, right?

Don't worry, I'm not a wizard. (Even though my golf drives look like wizardry)

The title has to do with the biggest problems the everyday golfer has, which are all symptoms of one ACTUAL root problem.

Taking golf too seriously.

You see when I show up to the course, I'm the man.

Everybody looks at me like I'm a grass-fed juicy steak at a McDonald's.

I strut confidently, I talk confidently, *and most importantly*, **I play confidently.**

*How, you ask?*

[I detach from reality](#) [links to YT video about confidence in golf]

Darrell Klassen, Owner of OHP

## 4th Email - DIC Hard-Sell

**SL: How my 4'11 wife shot over 258yds...**

*PT: No, she isn't on steroids...*

Hey [name],

You heard me right.

And that wasn't some miracle shot either, she hits those regularly.

(Still doesn't compare to my 400yd shots, but oh well...)

*"That's ludicrous...How did she do it?"*

My "golfing loophole" allowed her to get shots that not even a 210-pound physical specimen could.

Golf doesn't require a peak human physique...

In fact, quite the opposite!

So if you are truly serious about golf, and want to confidently say...

**“Golf’s easy!”**

[Then click here to find out the secret that allows petite women and 12-year-old kids to shoot well over 250 yards every single time.](#)

## 5th Email - PAS Hard-Sell

**SL: Stop whining!**

*PT: Do something about your golf for once...*

Hey [name],

You’re always blaming your misfortune on external factors.

*“The wind messed my shot up”*

*“I was distracted”*

How about you take the fucking blame for once.

It’s not the wind, you just suck.

Your friend always hits the shots, even when it’s windy.

How?

He doesn’t act like a pussy and takes full responsibility whenever he misses a shot.

That’s what made him into the golfer he is today.

It’s time you took responsibility and started improving.

*“But how, where do I start?”*

[By taking action](#)

## Sales Page

# “**Golf’s easy**” - a 71-pound overweight and arthritis-ridden golfer

Wait until you see why this **isn’t** just another “*delusional old man*”

- Learn the “**golfing loophole**” he’s using to *make PGA pro’s swings look like minigolf...* 😂  
(And he’ll even give you 10 bucks if you can’t do it within 3 swings..)