

Get clarity first.

**product:** course of horse riding training

-Who am I writing to?

writing to young people especially girls who have rich parents and are interested in connecting, building trust with their horse, and training their horse

-Where are they at right now?

now they have a horse but they don't feel a connection with the horse, feel ignored by the horse, feel 0 connection and feel sad about it, they blame the horse for being stubborn

-Where do I want them to go?

I want them to take them to build an amazing connection and trust with their horse(s) and be able to train it, for ex. to to ride it

-What are the steps I need to take to get to where I want to go?

1. they need to learn the horse behavior and why they do that so they can understand their horses' viewpoint
2. giving tips to them on how to build a connection and trust with horses that are stubborn and might have other problems or see you as negative
3. once they have built an excellent connection they can start slowly training the horse to do amazing things between the girl and the horse

= solution the product

**PAS email**

**subject line:** build a strong connection!

You see many videos online of people who connect with their horses without a single effort and do amazing things.

jumping over fences, doing a circuit, and doing cool tricks.

While you're still trying to build a connection with your horse.

You have no clue about the behavior of a horse.

Blaming the horse for doing boring things and being stubborn.

It leaves you in frustration and in your head, like, "**Listen, stupid horse.**"

Touching the horse in the wrong spots, pressing too hard (neck),

You want to train your horse, but you also want to know.

How?

Your brown horse ignores you completely, staring at the ground and the sand reluctantly.

she hates you now because of your lack of understanding!

This is going to be painful, but you need to hear this.

When you invite other people, they're able to connect with your horse in front of your eyes.

if you're frustrated because you don't understand a horse's attitude,

[Then click this link to watch this video to learn why your horse acts that way.](#)

#### **DIC email**

**subject line:** From stubborn to almost being docile

You are struggling to build a strong, lovely connection with your horse.

You even struggle to say hello to the stubborn horse, which makes you feel sad.

Searching desperately for hours on YouTube to find the solution with your horse.

After getting frustrated because the video solution doesn't work.

There is a reason why every professional horse trainer can connect with every horse.

Want to know the secret?

[Click here to master building connections and trust with every horse on earth.](#)

#### **HSO format**

**subject line:** how I Build My Horse Academy

I almost lost it all.

When I was a little girl, I was obsessed with horses (still).

I always wanted to have a horse, but I grew up in a poor family.

Life was hard; I had 5 brothers, and my dad and mom worked so hard.

So they could just provide for us.

My parents gave everything to us, which I am very thankful for.

My brothers let me go to university because I was the smartest

Everything was looking good until...

One day, everything crashed down.

Our house was destroyed by a tornado.

We lived in a tent for almost 2 years until I had a job and our family could buy a flat.

And a few years later, I became wealthy because of my job, and I bought my first horse.

I was able to provide for my family, but I was feeling depressed because I couldn't connect with my horse.

I was so unhappy back then.

I thought my life was over.

Until one day.

I found the solution, and now I have the most amazing connection with my horses.

After a while, I opened a horse academy.

fulfilling my dream

Aspire to be a Super Hero,

Not a normal person with a bigger house and nicer car.

You can have 10 million right now.

If you have no powerful brothers to call on and you're physically weak?

You're just a rich loser, instead of a poor one.

Money is not the goal,

POWER is.

Super Heroes are real.

They exist.

If you aspire to live as anything else, unfollow me.

Genuinely.

There is a level of human existence that a very select few individuals get to experience.

Most people don't believe it's possible and most people don't aspire to it.

I am telling you.

It is possible, you can have EVERYTHING.

I'm reaching out to the few intelligent men out in the world who refuse to live anything less.

