

HSO email.

Link to product:  3rd Person Sales Letter from Jason Fladlien.pdf

ATTEMPT #1

Subject line: I got up my seat and stared at the clock... I did it.

It was my first time completing a full 1.5-hour work session and I heard my alarm rang.

The timers up.

For the first time in my life, the timer was up before me.

Yesterday when I sat down to do my 30-minute work session, I found myself literally watching YouTube 10 minutes into my work session.

And this has been the case ever since I can remember.

In my academic life. In school. At home.

I was always that person who tried to set a time-bound goal for myself so I could complete the task, which is a good way of striving for goals.

However, my mind literally gives up before my work is done. I got distracted without even completing the work I set for myself. It's almost like **I want to do the work** but *I simply can't*.

This was the drill up until yesterday when I found myself working for extended periods of time.

For the first time in my life, yesterday, the timer was up before me.
And it was all thanks to that secret tactic that I discovered for myself.

It wasn't by taking a "quick 12-minute nap". Neither was it by putting my phone in my closet.

It was THE way.

The way to obtain immense focus during your work sessions so you can **tear through** your daily checklist.

The way you can obtain AT LEAST a 75% bump in your focus.

However, most people won't want to find out the secrets of this.

Crushing your deep work sessions will be an ease for you,

but will you take [the chance?](#)

Comments made by ChatGPT:

Strong Points:

Engaging Storytelling: The email begins with a compelling personal story, creating a connection with the reader.

Problem Identification: Effectively highlights the common problem of losing focus during work sessions, making it relatable.

Building Curiosity: Teases a "secret tactic" without revealing it, sparking curiosity and encouraging the reader to learn more.

Positive Transformation: Describes a positive transformation in the author's work habits, providing a solution to the stated problem.

Weak Points:

Subject Line Ambiguity: The subject line, while intriguing, is somewhat ambiguous and may not clearly convey the email's content.

Repetition: The phrase "For the first time in my life" is repeated, and while it can be effective for emphasis, its frequent use might be reduced for variety.

Vague Call to Action (CTA): The final CTA, "but will you take the chance?" is a bit vague. It could be more specific in guiding the reader to click the link for the offer.

Suggestions for Improvement:

Subject Line Clarity: Consider a subject line that gives a clearer indication of the email content to increase open rates.

Variation in Phrasing: Reduce the repetition of certain phrases for a smoother flow and enhanced readability.

Stronger CTA: Make the call to action more explicit and compelling. Clearly state what action you want the reader to take and highlight the value they will gain by clicking the link.

Revised CTA Example:

"Ready to unlock the secret to immense focus and transform your work sessions? Click the link now to discover the game-changing tactic that led to a 75% boost in my focus. Don't miss out on the opportunity to crush your deep work sessions effortlessly. Click here to take the chance!"

ATTEMPT #2, after getting it reviewed by ChatGPT...

Subject line: The unknown method of obtaining monk-like focus that the mainstream media hides from you...

I got up from my seat and stared at the clock in utter disbelief.

I have done it. I completed a full 1.5-hour work session.

Up until today, I struggled with going through my full 1-hour work session. Felt like I was swimming upstream.

I would sit at my desk, get my work materials out, and start to execute them. The first 5 minutes would be a breeze for me.

Soon, I caught myself red-handed, surfing YouTube and munching on some snacks. It was **terrible**.

My attention span was horrendous, and I had to do something about it. I went on the internet and did EVERYTHING I could.

Read articles. Gained insights from books. Bought courses on productivity. Watched YouTube videos (which didn't really help)

But in the end, I came to one conclusion. The method that helped me sit through my work sessions.

Which MASSIVELY improved my focus. -

I was able to sit through the whole 1.5-hour work session I had set for myself. Did all the work I had to and even **EXTRA**.

I worked hard to find this method by *myself*.

Do you see yourself [crushing your checklist](#)?

Comments made by chatGPT:

Strengths:

Engaging Subject Line: The subject line is intriguing and creates curiosity by mentioning an unknown method and suggesting that the mainstream media is hiding it.

Compelling Storytelling: The personal story about struggling with focus and finding a solution is relatable and draws the reader in.

Problem Identification: Effectively identifies the common problem of losing focus during work sessions, making it relatable to the reader.

Credibility: The mention of trying various methods and courses adds credibility to the author's journey and search for a solution.

Transformation: Describes a positive transformation in the author's ability to sit through work sessions, creating a sense of achievement and improvement.

Weaknesses:

Repetition: The phrase "I did it" is repeated, and while it emphasizes success, it might be reduced for variety.

Vague Call to Action (CTA): The final CTA, "Do you see yourself crush your checklist?" is a bit vague. It could be more specific in guiding the reader to click the link for the offer.

Link Placement: Consider placing the link earlier in the email to capture the reader's attention sooner and increase the chances of a click.

Suggestions for Improvement:

Variation in Phrasing: Reduce the repetition of certain phrases for a smoother flow and enhanced readability.

Stronger CTA: Make the call to action more explicit and compelling. Clearly state what action you want the reader to take and highlight the value they will gain by clicking the link.

Link Placement: Experiment with placing the link strategically within the email, perhaps after describing the method that massively improved focus, to generate interest earlier in the copy.

Revised CTA Example:

"Ready to unlock the method that massively improved my focus and transformed my work sessions? Click the link now to discover the secret technique that helped me crush my checklist and sit through the whole 1.5-hour work session effortlessly. Don't miss out on this game-changing solution. Click here to take the next step toward enhancing your focus!"