

Email 1: Introduction & “Bait”

SL: Welcome to the Urban Warriors Team! Well done!

Hey [name]! Christian White here!

Welcome to the first of many personal newsletters from me.

In each installment, you'll learn a bit more about me and, most importantly, receive a ton of value and inspiration.

By joining our newsletter, you've taken your first step towards ensuring a happier, healthier, and more active life for your kids.

Our programs combine fundamental aspects from martial arts, parkour, and gymnastics - Melding them together into a program designed to get your kids moving and having fun... while giving you the time you need for yourself!

Not only that but your kids will also develop strength, improve their social skills, boost his/her confidence, and improve their social skills. Which are CRUCIAL and to have in life.

As promised, here's the link to the schedule of your 1:1 tour of our facility + a complete overview of what it means to join Urban Warriors.

And guess what [Name], because I value your time as a hardworking parent who wants the best for their kids, you will also get a FREE mini private lesson to see if our programs are a good fit for you and your child.

[Click here to schedule your 1:1 tour & overview session + FREE mini private lesson!](#)

Buckle up for tomorrow's email. It's going to be a juicy one

Talk to you then!

Christian White

Email 2: HSO Email

SL: I locked myself in the bathroom and just stared

Getting my college degree will allow me to get any job I want, right?

WRONG.

After four years studying at the Illinois Institute of Art, I am ready to be gifted the single, most important piece of paper I would ever receive in my life.

The ticket to leave my job teaching capoeira (an Afro-brazilian martial art), leave Chicago, and start working towards my dream career.

It has finally come... Graduation Day

I stood next to the stage with a slight lean, prepared to take the most important step of my entire life.

Finally, I here the commencement speakers voice:

“CHRISTIAN WHITE!”

My heart stops. I move forward.

I march forward with an ear to ear grin

Like a toddler begging for his mom pacifier, I had both hands held out towards the dean of students

Eager to feel the crisp parchment graze my fingers.

I had it.

The ticket to a successful life was in my grasp...

Never before have I read a more perfect sentence...

ILLINOIS INSTITUTE OF ART

Hereby confers the degree of

Bachelor of arts in **Fine Arts**

Upon

Christian White...

In those moments it dawned on me that I am, officially, SUCCESSFUL

Immediately, I see my dream life flash before my eyes

I see myself moving to the San Francisco Bay Area, Crushing my first interview, and more money than I knew what to do with.

I see myself opening a lovely art studio by the water and living in a beautiful suburban three bedroom home on the water with my beautiful wife and two kids

Life was about to become, dare I say... PERFECT

But thats all in my future for now

Snap back to reality....

I was on top of the world

I proudly walked off the stage with my “ticket of freedom,” eager to see what my life had in store for me.

I sprinted back to my studio apartment, picked up the phone, and immediately started dialing with overwhelming confidence

I waited impatiently for the offer that would kickstart my dream life.

**And to my utter shock,
I received an offer from...**

...

...nobody?

Huge blow to my ego..

Months went by and the only responses I received were:

"We aren't hiring right now"

Or...

"We are going in a different direction"

Or... the most painful of all...

"You majored in what again...?"

I crumble at my desk in despair. All those years of precious time...

WASTED.

Defeated, I run to the bathroom, slump to the floor, and begin to cry

I began to accept that the life I had envisioned was nothing more than fantasy.

In a moment like this I had two options

I could give up, stay in chicago, and say goodbye to my dreams

Or I could muster the strength to rise to the occasion and find a way out of here

The choice was mine...

Stay tuned.

Best Regards, ,
Christian

Email 3: DIC Pure Value Email

SL: Hey again...

Yesterday I mentioned how “desperate” I’d gotten with my frivolous job search.

I spent months searching for job offers online, scouring through newspaper ads, and taking down every phone number on every job board I came across.

It was absolute hell.

I needed to go back to the drawing board to ask the question:

“What am I actually good at...?”

... because apparently 4 years of fine arts was not good enough for employers...

Outside of my degree, the only ‘work’ experience I had was teaching Martial Arts, Parkour, and Gymnastics to inner city kids since I was 15 years old.

While doing this I learned how to develop unshakeable confidence in children using creative challenges and programs to build physical coordination, leadership skills, and teamwork.

And [Name], because I know you want the best for you kids, I want to share some of these courses with you

[Click here to discover the exact program I used in chicago that could help your kids too](#)

Best Regards,
Christian

Email 4: DIC Email Directed to Product

SL: Moms, say goodbye to Saturday morning soccer games...

It's no question that you want to see your child as their most active, social, and confident self. To navigate the world with proper leadership and teamwork skills found in most sports.

But do you really need to sacrifice your precious Saturday mornings to keep them active?

Speaking as a parent, we both know you need breaks too, especially with how hard you work to provide the best for your kids.

Because of this, I have created a program that combines fundamental aspects from martial arts, parkour, and gymnastics - melding them together into a program designed to get people moving and having fun together.

A program created to help you and your child develop unshakeable confidence, find your limits, and learn how to push past them...

(All while being in the comfort of the indoors)

Allow me to introduce...

Urban Warriors

By clicking the link below, You'll get a 1:1 tour of the facility, an overview of what it means to join Urban Warriors, PLUS a free mini private lesson with me.

[Click here to schedule your free 1:1 demo and let your kids try out some warrior moves](#)

Best

Christian

Email 5: PAS to Push Them Over The Edge

SL: If you truly want the best for your kids...

Would you really let them be antisocial, sitting at home all day glued to their devices.

As parents we all dread watching our children react to this 'horrific' demand...

“Screen time is up, give me your phone”

No harm done with this question right?

But ... no

As you reach for their device something unnatural happens as you watch your child's demeanor change

Their backs hunch, their muscles tense, their eyes narrow

They stare deep into your soul with ungodly eyes and begin whispering in a perfect gollum voice...

“My.... *PRECIOUS*....”

They escape your grasp, crawl to their bedroom, and lock themselves in their cold, dark closet, and remain on guard for any intruders conspiring to take their precious device...

Alright, this scenario may be a little exaggerated.... but you get the idea

And to be honest, It's not their fault for feeling this way.

Children have seemingly unlimited energy that must be channeled in healthy ways to ensure they are their happiest and most confident selves

Don't be their least favorite parent by stripping them of their devices...

Become their favorite parent by giving them something physically challenging to look forward to each week.

(at the risk of having too much fun)

If you want your kids to become the best versions of themselves through creative challenges and physical activity

[Click here to schedule your free 1:1 urban warriors demo session](#)

I look forward to seeing you and your child in class!

Best,
Christian