

1: Introduction email.

Subject line: Welcome to QUALIA (Plus your free gift)

Hey, it's Alex,
Thank you for signing up.

Who are we?

We started our project in 2015 with the mission to create the best well-being products to date.

Using our unique methodology and complex science systems we focused on helping the body self-regulate instead of over-fueling it like other substances like caffeine.

We began to focus on cognitive products with the launch of the Qualia nootropic line, which has helped many reach their true innate potential.

[<<Read more about us here>>](#)

Get ready to unlock your true mental capabilities with us and our products.

"You can make anything by writing" -C.S Lewis

We guarantee that this is indeed the beginning of your mind's creativity.

[Claim your FREE gift here](#)

(gives people an introduction to the company)

2: HSO

subject line: I was about to give it all up and turn tail...

Sometimes the hardest challenges are the ones you give yourself

I just got a new job at an article-writing company. The pay was good. I was finally starting to make real money.

I was living with an old friend from college and we were still living our party animal lives from college.

But because of that I lost two other well-paying jobs and blamed my friend's party attitude. I decided to move out to a single apartment.

Turns out it wasn't him or the place I lived, the reason I lost my old jobs was none other than me.

I was assigned an important article and given 30 days to prepare it. My whole month's work was riding on this.

But no matter how hard I tried I could not get myself to do any work. I spent 3 weeks slacking off, unable to write down even a few words.

Until finally it hit me.

I was having my morning coffee and I suddenly got a horrible chill up my spine. I only had one week left to finish my work.

I frantically opened up my laptop and started researching my topic, only to realize I was losing focus every few minutes with something useless.

That's when my idiocy struck me. My friend wasn't the problem... It was me. I was the one that couldn't focus on anything and it was MY fault I lost my old job.

I locked myself in my room, closed the window blinds, and started giving every ounce of focus I could.

If I lost this job I'd end up on the streets. Maybe even have to move back to the countryside with my parents and give up on being a writer.

But I was not going to give up, I was going to finish that article even if it killed me, and I was going to make it perfect too.

After 3 all-nighters, during the presentation, I even got a promotion.

That was my lesson. Focus is only controlled by a person and no one else.

These days I use QUALIA to help myself into the writer's flow, and I don't want to imagine my life without it again.

(A story for people to understand their goals, Value email + small shoutout to the product)
3: Value email.

Subject line: Why your ideas never make it past the drawing board

To understand your ideas, you must first comprehend where they come from.

Creativity is more than one process in your mind - it's two!

They are known as Divergent thinking and Convergent thinking. Both are similar at a glance, but understanding how to use them is the key to innovation.

Divergent thinking:

It is a thought process that is used for generating multiple ideas or solutions to a single problem.

Often called things such as Brainstorming and free association. Using it you explore new ideas and possibilities in your mind.

Convergent thinking:

A thought process that focuses on finding only a single correct solution out of the ideas generated by your Divergent thinking.

Your brain analyses the ideas made and puts them through logical and analytical deduction. Doing so allows you to make accurate decisions and choose one idea to focus on.

Divergent thinking is made easy by all of the creativity seen on the internet every day.

Your brain is constantly making new ideas and flying around freely. The problem occurs when you want to turn your thoughts into Convergent thinking.

The world around you is made to distract you. Yes, it makes being creative easy, but it also makes focusing down on only one given task almost impossible.

What's the solution you ask?

It is quite simple, leave ALL distractions aside when focusing on work. Even a small notification on your phone can ruin your workflow.

Allow your mind to fully immerse itself into one objective and you will be surprised by what you are capable of.

"We can not solve our problems with the same level of thinking that created them" - Albert Einstein.

(A complete value email to get the customer's full trust)

4: Call to action email. PAS

Subject line: The single thing you need to skyrocket your focus

Have you ever sat down at your desk to write your newest project only to find yourself distracted minutes later?

Do you keep losing focus over and over again and eventually, you end up giving up on your goal?

Losing hours on something that should only take half of one. Only being able to work when the fear of the deadline catches up to you.

What if you could change all of that?

You would have hours of frustration and pointless distraction taken away from your life. You would have time to pursue more and the energy to innovate more!

That is what QUALIA is all about. Allowing people to focus and reach for their goals without the mundane distractions of our daily world.

Skyrocket your imagination!

Unlock your focus today!

(A call to action after getting the customer's trust in previous emails)