

(Coaching program) SUBJECT: Why you need to stay healthy.

Hey {{FirstName}},

If you're studying for the NPTE, you're probably stressed out.

How do you deal with that stress?

A lot of people make a big mistake. They think they need to overwhelm themselves studying.

So they sleep less, exercise less, and spend less time with their friends.

Those people have it totally backwards!

Because how well can you study on 4 hours' sleep? How well can you study when you're hung over? How well can you study when you've got crazy caffeine jitters?

You get my drift. The worse your habits, the worse your test score.

It's like Abraham Lincoln said: "If I had 6 hours to chop down a tree, I'd spend 5 of them sharpening the axe."

Well, when you take the NPTE, your "axe" is yourself.

If you're not taking good care of yourself, then you're putting yourself at a huge disadvantage.

So here's what you should do every day, between now and the test:

- **Eat 3 healthy meals.** First things first, put good food in your body. And plenty of it. Skip the hamburgers and go for salad. (You can eat some junk food here and there, but don't overdo it.)
- **Exercise.** Go to the gym every day. Or at the very least, spend 30 minutes walking around every morning. (Studies show that you think better when you're exercising.)
- **Sleep 8 hours.** Sleep is kind of like a miracle drug. Getting a good night's sleep will make you better at everything: you'll be more productive, you'll concentrate better, and you'll even be happier.
- **Talk to someone you love.** Humans are a eusocial species. That means we're happier when we feel like we're around other people. So every day, text someone you care about — your mom, your sister, your boyfriend, your best friend from college — and just chat with them.

Now, you might be saying to yourself, "Coach K, if I spend all that time sleeping and exercising, then I'll have less time to study!"

Yes — but it's worth it.

Because it's not about how *much* you study. It's how *well* you study.

-Coach K

P.S. One more thing. Are you having serious test anxiety?

If so, I hate to scare you — but you gotta do something about that. Right now.

Because you're not gonna get less nervous leading up to the test.

If anything, your anxiety's gonna get worse.

If you wanna stop freaking out, come study with me.

Join my coaching program — which is designed to help you study the right way.

That way, you'll feel prepared — which is *by far* the best cure for pre-test jitters.

You'll also make sure you pass the test on your next shot.

That way, you can move on with your life... instead of spending 3 more months grinding over textbooks.

This system got me an 800 when I took the NPTE.

It's also helped hundreds of my students pass the exam — including a whole bunch of people who failed on their first try.

You can learn more about that here:

[link]

(Pass Plus) SUBJECT: Gambling away your career.

Hey {{FirstName}},

Imagine going to the roulette wheel and betting \$16,500.

That sounds insane, right?

But if you're studying for the NPTE the wrong way, that's exactly what you're doing.

Because if you fail the NPTE, you miss out on 3 months' salary.

That can be as much as \$16,500.

Wouldn't you just hate to miss out on that much money?

Way too often, people come to me after they *fail* the NPTE.

They assume they can just study on their own, with no problems.

Then, they take the test... and it's *way* harder than they thought.

A week later, they log into their test portal.

And it hits them like a ton of bricks: they failed.

It feels like a pit in their stomach.

Then, they start thinking about all the ways this is gonna impact their life.

First of all, they can't work... so they miss out on 3 months' salary.

Second, they have to take the test all over again... which is no fun at all.

Then finally, they have to explain to all their friends and family that they failed. (Which is really embarrassing.)

I think people ought to come to me *before* they fail... instead of after.

Wouldn't that make more sense?

That way, they don't miss out on 3 months of their career, and 3 months' salary.

If you wanna come to me *before* taking the test, check out the link below:

[link]

(Coaching Program) SUBJECT: What to do with questions you don't recognize.

Hey {{FirstName}},

Imagine you're taking the NPTE.

You open the little booklet and turn to the first question...

And right off the bat, your heart skips a beat.

You're scared.

Because 3 of the 4 multiple-choice answers look totally foreign to you.
You've never heard of them before.

So your heart starts racing...

And you start to panic.

You should be worried, right?

Well...

No.

In fact, that's actually an easy question.

Why?

Because of the Law of Base Rates.

The Law of Base Rates says that if something is either a common thing or a rare thing, it's probably a common thing.

For example, suppose you see a silver coin on the street. It *might* be a half-dollar. But it's probably a quarter.

And here's an example related to PT: if one of your patients might have the common fibromyalgia, or the rare Ehlers-Danlos syndrome — they probably have fibromyalgia.

The Law of Base Rates applies to the NPTE, too.

Because the NPTE test-makers aren't cruel. And they aren't trying to trick you. So they're not gonna throw a bunch of rare conditions at you.

They're mostly testing you on stuff you'll see in the first 6 months of your career.

Understanding the Law of Base Rates will help you in 3 ways:

What to study. Don't study obscure stuff! It's a waste of your time.

The test makers don't really care if you know about rare diseases that you'll only see once in a 40-year physical therapy career. Those won't be on the NPTE.

The most important things to study are:

- Concepts that you see over and over again on practice tests.
- Concepts that you're getting *wrong* over and over again on practice tests.

How to interpret questions. If it looks like a question is asking you about a rare disease, it probably isn't. Try re-reading the question and see if something else pops into your head.

What answers to pick. If you see some rare disease as an answer to a multiple choice question, it probably isn't the correct answer.

So unless you're 100% sure you can rule out all the other answers, steer clear of weird answers. And when in doubt, go with the most common answer.

So, that's my study hack for today.

But here's the thing: the Law of Base Rates is just one of *many* study hacks that can help you with the NPTE.

And every study hack you don't know puts you at a disadvantage.

After all, 20% of people fail the NPTE. Usually, those are the people that study the wrong way.

(And failing the NPTE would be *really embarrassing...*)

If you're getting nervous about test day, check out my coaching program.

You'll get more test hacks, just like the Law of Base Rates.

You'll also get a bunch of science-backed study methods. (Methods that I personally used to score 800 on the NPTE, even though I've been a terrible test taker my whole life!)

And finally, you'll get a whole library of lectures about common NPTE topics. (These are WAY easier to understand than all those heavy study books you bought!)

Working with me makes it a lot easier to clear this last big hurdle and kick off your PT career.

You can read about more about it here:

[link]

(Pass System) SUBJECT: Passing the Bar Exam in 2 weeks.

Hey {{FirstName}},

Have you ever seen *Catch Me If You Can*?

In that movie, FBI agent Carl Hanratty (played by Tom Hanks) catches the fraudster Frank Abignale (played by Leonardo DiCaprio).

Frank Abignale had gotten caught pretending to be a pilot, and then a doctor, and then a lawyer.

While he was pretending to be a lawyer, he took the Louisiana State Bar Exam... and he passed!

At the end of the movie, Tom Hanks asks Leo, “How did you do it? How did you cheat on the Bar Exam?”

And Leo says:

“I didn’t cheat. I studied for 2 weeks. And I passed.”

The funny thing is, *Catch Me If You Can* is based on a true story.

And the real-life Frank Abignale *really did pass the Bar Exam*.

He studied for 2 months, not 2 weeks...

But that’s still really impressive, isn’t it?

Especially because he *never went to law school*.

(And the Bar Exam is way, way harder than the NPTE.)

So, how did he do it?

I can’t say for sure.

But my guess is, he used some advanced study methods.

He didn’t just passively read textbooks and take notes, like you’re probably doing.

Instead, he took the time to really understand everything he read.

He remembered stuff by using real-life examples.

He mapped out all the important concepts, and learned to recognize them on the test.

In other words, he studied *the right way*.

That's one of the things I teach in the PASS System: How to study *the right way*.

(Because unfortunately, you probably didn't learn these study tricks in school!)

Even better, studying the *right way* is actually a lot easier than grinding through textbooks.

Plus, it's less stressful than reading chapter after chapter without learning anything, going to bed nervous every night, and then walking into the test center feeling unprepared.

Wanna learn more about the PASS System? You can read all about it here:

[link]

P.S. There are tons of people who fail the NPTE.

You don't want that:

- It means 3 months' salary down the drain.
- It means 3 more months sitting in your room grinding through textbooks.
- And even worse, it means having to explain to your parents why you don't have a job yet!

So think of the PASS System as an insurance policy against all that stuff.

Here's the link one more time, if you wanna check it out:

[link]

(Pass Plus) SUBJECT: Beads on a string.

Hey {{FirstName}},

Most people have the wrong idea about how learning works.

This costs them big time — especially on tests like the NPTE. Because they make it harder for themselves than they need to.

Let me explain.

Most people think learning is like coin collecting. Coin collectors try to find as many rare coins as they can. Similarly, most people think learning is about getting as many facts as you can.

But good learning is more like making a bead necklace. Making a bead necklace isn't just about collecting beads. It's also about *connecting* those beads.

On the same note, good learning isn't just about *collecting* new knowledge. It's also about *connecting* the knowledge you already have.

Studying for the NPTE is less about collecting, and more about connecting. There are 2 reasons why.

The first is that you learned everything you need to know for the NPTE in PT School. You just don't remember most of it. Once you organize your knowledge, it'll all come back to you.

The second reason is that the NPTE is set up to test your understanding and concept-mapping, not just your memory.

In other words, the NPTE isn't about how *much* you know stuff, it's about how *well* you know stuff.

For example, imagine you get this question:

A 65-year-old male presents to your clinic with shortness of breath. He reports that his shortness of breath has been worse lately, especially when he walks up stairs. He also reports that he has a non-productive cough.

On physical examination, you find that the patient's lung sounds are diminished. His pulse oximetry reading is 90% on room air.

Based on this information, which of the following is the most likely diagnosis?

To answer this question, you have to read all this stuff and immediately think, “emphysema”.

That means you have to have your “shortness of breath” and “no-mucus cough” and “high pulse oximetry” knowledge next to your “emphysema” knowledge.

So basically, you need to create an “emphysema” string in your brain, and then add a bunch of beads to it.

Beads like:

What are the risk factors? (Mostly smoking. Also, age, family history, and exposure to air pollution.)

What are the symptoms? (The big ones are coughing, fatigue, and shortness of breath.)

How do you treat it? (The best way to treat it is to get the patient to quit smoking! However, a physical therapist can help someone with emphysema via a process of pulmonary rehabilitation.)

You have to create one of these “strings” for every *single condition on the test*.

But how do you create these strings?

By studying the right way.

I can show you how to study the right way. Click below to learn more:

[link]

P.S. I want to help you avoid an embarrassing conversation with your parents, your friends, and your future employer.

If you fail the NPTE, then you’re gonna have to explain to everyone you know why your career still hasn’t started.

That wouldn’t be fun.

Plus, failing the NPTE is gonna set your whole life back 3 months. (At least.)

Why roll the dice?

Work with me, and you’ll be way better prepared.

I’ll show you how to come up with a manageable study plan. One that helps you feel like you actually understand the material. (And doesn’t force you to break your back.)

Plus, if you follow my methods and you still don't pass, I'll work with you for free until you do. (But that doesn't happen very often.)

You can learn more about that right here:

[link]

(Pass Plus) SUBJECT: Don't be afraid.

Hey {{FirstName}},

Imagine it's test day.

You wake up early, head over to the testing center...

And your hands are shaking.

You can feel your heart pounding in your chest.

You're breathing as fast as you can... but you can't get enough air.

What do you do?

Well, your best move is to avoid getting anxious in the first place.

In fact, a bunch of scientific studies have shown that getting anxious during a test makes you do *worse* on the test.

(As Yoda said: "fear is the path to the dark side.")

But how do you *not* get anxious?

After all, anxiety isn't like some switch you can magically flip.

The good news is, you can make yourself less anxious over time with the right strategies.

Strategies like:

- Getting enough sleep and exercise.
- Doing breathing exercises.
- Studying with other people who can help you, so you feel like you're not all alone.
- Most importantly, **studying the right way, so you're actually confident on test day!**

What do I mean by "studying the right way"?

It would take awhile to explain, {{FirstName}}. But here's the gist: simply reading through your book and taking notes ain't gonna cut it.

You can learn more about that here:

[link]

(Pass Plus) SUBJECT: Are you ready for the NPTE?

Hey {{FirstName}},

Coach K here.

I've got a question for you: do you feel ready for the NPTE?

On a scale of 1 to 10 — where 10 is “I got this” and 1 is “Oh my God, I’m so nervous I’m gonna fail this test” — where are you?

I ask because you’re only weeks away from the test.

That gives you *just* enough time to shift gears if your current study plan isn’t working.

(After all, you don’t wanna fail this thing.)

Follow-up question: if you don’t feel ready, what are you gonna do about it?

If you want to avoid all the stress and headache of failing, I can show you how to study for the NPTE properly.

You can learn more about that here:

[link]

P.S. One more thing:

A few people tell me that they *really* want to sign up... they’re just scared off by the price tag.

But if you’re looking at NPTE prep as an expense, like rent or gas, then you’re looking at it the wrong way.

Instead, look at it like an *investment*.

After all, you've already spent hundreds of thousands of dollars on PT school.

Why wouldn't you spend a little bit more just to clear the last hurdle?

I promise you — there's still time to get ready. I've helped people pass on way tighter timeframes.

And spending a little money now sure beats spending another 3 months grinding through books.

So if you wanna check out my course, just click below:

[link]

(Coaching Program) SUBJECT: 3 ways to boost your NPTE score without studying.

Hey {{FirstName}},

Here are 3 ways you can improve your NPTE score without reading a word about physical therapy:

- Eat better.
- Sleep 8 hours per night.
- Exercise every day.

It's that simple.

Now, maybe you're saying, "Coach K, I don't have *time* to work on my lifestyle. I've gotta study for the big test!"

But here's the thing.

It's not about *how much* you study.

It's about *how well* you study.

1 hour of good studying is worth 5 hours of bad studying. (At least.)

And the better you feel, the better you're gonna study.

(Also, the better you feel on test day, the better you're gonna perform.)

So do yourself a favor: make healthy habits a priority.

At least until the test is over, I need you to eat 3 meals a day, exercise every day, and get 8 hours' sleep every night.

I know it's hard. But you can do it, {{FirstName}}.

-Coach K

P.S. Even if you're getting a good night's sleep, you're eating healthy, and you're exercising, you still might be studying the wrong way.

What do I mean?

Well, there are tricks to getting the most out of your study time.

And correct me if I'm wrong — but you probably never learned these study tricks in school. Right?

20% of people fail the NPTE. And the #1 reason why they fail is, *they study the wrong way!*

If you don't want to be in that 20%, I highly encourage you to check out the NPTE Coaching Program.

Inside, I'll help you:

- Come up with a **real study plan**. This is where you'll decide what to study, and when.
- **Hold yourself accountable**. (Because your study plan is only gonna work if you actually follow it.)
- And most importantly, **show you a better way to study**. Because if you just read your textbooks and take notes, you're not gonna build the knowledge you need.

To learn more, click the link below:

[link]

(Coaching program) SUBJECT: Why you don't learn that much from reading books.

Hey {{FirstName}},

Imagine you need to have brain surgery.

So you meet with 2 doctors.

One of them tells you, "I've performed 25 brain surgeries."

The other tells you, "I've read 25 books about brain surgery."

Which one are you gonna trust?

My point is that actually practicing stuff in the real world teaches you a lot more than books do.

I mean, think back to when you were learning to ride a bike. Did you read a bunch of books about riding bikes? Or did you, you know, go ride your bike?

I'm not saying you should study for the NPTE by going out and doing physical therapy.

But I AM saying that if you're just reading books and taking notes, you're not studying right.

There are better ways to study... and if you don't use them, you're putting yourself at a disadvantage.

If you wanna learn more, you should check out my course:

[link]

P.S. One more thing.

At this point, you might be asking yourself, "why should I believe you?"

After all, there are a bunch of people on the internet who make big promises.

And there are also a bunch of NPTE prep programs out there that don't really work.

And meanwhile, here I am, telling you that all you gotta do is roll with me... and you got nothing to worry about!

So why should you believe me?

3 reasons.

First, I'm giving you a guarantee.

If you follow my system and you don't pass, I'll work with you for free until you do pass.

Second, hundreds of people have worked with me and passed the exam in spades — including a whole bunch who *failed the exam the first time*.

(So clearly I'm onto something here.)

And third, because I do things a lot differently than most NPTE prep programs.

They mostly tell you WHAT to study.

But you really need to learn HOW to study.

I can teach you foolproof systems that'll help you learn everything you need to know a lot faster.

I used these study systems myself when I took the NPTE. And I scored an 800. (Even though I used to think I was a "bad test taker.")

So why roll the dice?

You can learn more about working with me right here:

[link]

(Pass Plus) SUBJECT: How to not forget stuff

Hey {{FirstName}},

I wanna tell you about a study that some scientists did a while ago.

They took a few groups of people and gave them a lecture.

One of the groups was told to take notes during the lecture.

One of the groups was told to make a “concept map” during the lecture.

And one of the groups was told not to take any notes at all... and instead, to write down everything they remembered from the lecture once it was over.

Obviously, the “no-notes” group had the hardest time. And they wrote the least amount of stuff down.

But then, the researchers gave them a test.

And guess who performed the best? The no-notes group.

Here’s something you need to understand: we learn the most when things are hardest.

If you want something to sink into your brain, you gotta make things harder for yourself.

It’s just like exercising. You don’t get better by doing the easy stuff. You get better by doing the hard stuff.

Most people don’t do the hard stuff when they study. They just passively read and hope they remember everything. And this is why they fail.

There's a couple cool ways you can use this info on the NPTE:

When you take a practice test, DON'T look at the multiple-choice answers.

Instead, try to guess what the answer is from memory.

This forces you to rack your brain for everything you know about the topic. It'll also force you to read the question thoroughly and understand it better.

When you finish reading a chapter, write down everything you remember. This will reinforce the stuff you learned. (It'll also tell you what you need to study more.)

-Coach K

P.S. For more study tips like this, you should check out my course:

[link]

(Pass System) SUBJECT: How to climb the knowledge ladder.

Hey {{FirstName}},

About 50 years ago, a smart scientist came up with something called "Bloom's Taxonomy".

If you understand Bloom's Taxonomy, it'll make your studying way more effective.

Like, you'll remember 5x more than you do now.

I know that's a big promise. Let me back it up:

Bloom's Taxonomy says that knowledge is like a ladder.

The higher you climb on a ladder, the further you can see.

Similarly, the deeper you go into any subject, the better you understand it.

On the first rung of the "knowledge ladder", all you can do is remember what you learned.

Once you climb the ladder a bit higher, you can actually *use* what you know in a real-life situation — and even teach it to others.

Then at the very top, you can come up with creative new ideas and advance the field further.

When most people study for a test, they "cram" as many facts as they can into their heads.

In other words, they stop at the first rung.

This means that when they get hit with a second-rung or third-rung question, they don't know how to answer it.

Cramming *kinda* works for other standardized tests, which mostly ask you first-rung questions.

But the NPTE asks you tons and tons of second-rung and third-rung questions. So cramming isn't gonna cut it.

Instead, you have to study in a way where you actually *understand* what you're learning about.

That's one of the things I focus on in my NPTE prep course, the PASS System.

Inside the PASS System, I show you proven study methods that help you climb the knowledge ladder.

That lets you translate NPTE problems into the conditions and diseases they're asking you about.

Once you know what condition an NPTE problem is asking you about, actually *solving* that problem is a piece of cake.

(Even better, you'll get a leg up when you start your PT career. Because when someone walks into your clinic, you'll actually know how to diagnose them and treat them!)

If you wanna check out the PASS System, you can learn more about it here:

[link]

(Pass System) SUBJECT: How to organize your brain.

Hey {{FirstName}},

When most people study for a test, they fill their brain up with random facts and then hope they remember them.

That's the *wrong* way to study.

Why? Because your brain isn't like a computer.

You can't just pull up whatever information you need with a few clicks.

It's more like a library.

In a library, there are stacks and stacks of books — sometimes hundreds of thousands.

And if the library isn't *organized*, then good luck finding the book you need!

(You'll be searching through the stacks for weeks.)

But what if the library has a good filing system, then finding the book you need is easy.

Your brain works the same way. All your knowledge is in there.

The problem is, it isn't *organized* — which is why you can't remember stuff in the heat of the moment.

How do you organize your knowledge?

Well, a library organizes its books by topic. The history books go in one section, the science fiction books go in another section — you catch my drift?

Your brain organizes information the same way. It groups related facts and memories together.

For example, think about the place you went to college.

Maybe you'll start by remembering your freshman dorm room. Then you'll remember your roommate, and the people you lived with.

Then, you'll start thinking about your favorite lecture hall. Then you'll start thinking about the professor who taught there. Then you'll start thinking about all your classmates.

You see what's happening? Once you remember one thing, it snowballs into a bunch of other things. That's because your knowledge is grouped together.

But when you're studying for a test, your brain doesn't have any good way to organize the stuff you're learning.

This is a problem for any test. But it's an especially big problem on the NPTE.

Because on the NPTE, you need to know about every common medical condition out there.

You can't just study the surface details. You have to know the different types of the condition, plus all the symptoms, plus the ways you diagnose the condition, plus all the risk factors, causes, and possible treatments.

In other words, you need to build a "snowball" of knowledge.

How good are your "snowballs"? Here's a little test: tell me all about arthritis.

Can you tell me all the different types of arthritis, the symptoms of arthritis, the risk factors of arthritis, the causes of arthritis, the way you diagnose arthritis, and the way you treat arthritis — all off the top of your head?

(If you can't, you're *not* ready for the NPTE.)

The good news is, I can show you how to build these “snowballs” while you study — instead of just piling random facts into your brain.

That way, you can remember everything you need to remember during the test.

Everything you need to know is in the PASS System. And you can learn more about the PASS System by clicking right here:

[link]

(Pass Plus) SUBJECT: How to remember 100,000 digits of pi.

Hey {{FirstName}},

I want to tell you a story about Akira Haraguchi.

He memorized 100,000 digits of pi.

(If you're not impressed by that, let me ask you: how many digits of pi have *you* memorized?)

So, how did he do it?

You might guess that he just repeated the digits over and over again to himself. And you'd be wrong.

Instead, he turned the digits into stories.

His system's a little complicated, so I can't do it justice here. But basically, in Haraguchi's system, each digit can represent 12 different Japanese characters.

Then, he uses those characters to write a story.

(Turns out, it's easier to remember a story than a bunch of random numbers.)

How come stories are easier to remember than numbers? Because stories *matter* to people.

One of the reasons why so many people struggle with the NPTE is that they don't make the stuff they're studying *matter* to them.

They know about all the conditions and symptoms and treatments that they're gonna be tested on. But they're just a bunch of random facts. They don't *matter* yet.

Once you weave the stuff you know into a story, it matters. Then, you can remember it a lot better.

So the next time you're reading about muscular dystrophy, don't just jot down a bunch of basic facts.

Instead, try finding a news story about someone with muscular dystrophy. And then weave all the stuff you need to learn into that story.

I used strategies like this one to get a perfect 800 on the NPTE.

I also teach strategies like this one in my online courses. And learning these strategies could be the difference between passing and failing.

If you wanna read more about these strategies, click the link below:

[link]

(Pass System) SUBJECT: How to study smarter, not harder.

Hey {{FirstName}},

Here's a secret: you can study for the NPTE *and* have a life in the meantime.

How? By studying smart.

If you plan your studying, then you won't have to grind all day.

Plus, you'll actually get *better* results.

I know that sounds too good to be true. I thought so, too, once upon a time.

But then I tried "smart studying" out for myself — and all of a sudden, I started learning so much faster.

Before, I would read through my textbooks and understand maybe 25% of what I read.

Afterwards, I'd read through the exact same book — and understand everything.

That meant I could do 5 hours of studying in just 1 hour!

That's how I got an 800 on the NPTE... *without* breaking my back.

Here are 3 of the study strategies I used. Try 'em out for yourself:

1. Have a plan. Most people decide what to study when they sit down to study. That's the *wrong* way to do it.

Instead, plan out what you're gonna study in advance. Spend an hour deciding how much time you're gonna dedicate to which subjects, and when.

If you don't know what you should be studying, take a practice test. See what concepts you miss. Then, study those.

2. Study during your “power hours”. Figure out what time of day you're most productive. Then, make sure you study every day at that time.

Are you a morning person? Then study in the morning. Are you a night owl? Then study at night. It's that simple.

3. Take breaks. When you study for too long, you get tired and groggy. Then, you stop remembering what you read.

I recommend working for 50 minutes, then taking 15 minutes off. That'll let you recharge your batteries and hit the books fresh.

-Coach K

P.S. Need help making a study plan? Then check out the PASS System.

That'll help you figure out what you need to review before the test.

Plus, it comes with a bunch of other goodies, like how to break down test questions.

You can learn more about the PASS System here:

[link]

(Pass Plus) SUBJECT: Why you need to review stuff.

Hey {{FirstName}},

The other day, I spent an hour looking for my car keys.

And then I realized...

They were in my pocket the whole time!

If you're anything like me, you forget stuff all the time, too.

You forget where you put your keys... or what you had for dinner 2 nights ago...

Or, all the stuff about muscular dystrophy that you studied last week.

That's a big problem on the NPTE!

You see, whenever you don't use a piece of information for a while, you usually forget it.

For example, if you're taking the test in July, and you studied lower back pain in May, then guess what? You've probably forgotten most of it.

What do you do about that?

You can *try* reviewing with flash cards. That's better than nothing.

You can also have a "review week" right before the test. That's also helpful.

But I can show you some WAY better ways to remember the stuff you study.

Like for example, you can weave everything you learn into concept maps.

Or, you can connect it to real-life stories.

You can learn all about my memory methods — and a whole lot more — in my coaching program.

It's designed to help you pass the test the first time, without all the stress and anxiety.

Check it out at the link below:

[link]

(Coaching Program) SUBJECT: Why forgetting stuff is a good thing.

Hey {{FirstName}},

I want to tell you about people with perfect recall.

In case you don't know, having perfect recall means you remember everything you see and hear.

Phone numbers, dates, your friends' ringtones, where you put your car keys — everything.

That sounds like a superpower, right?

It's actually a curse.

Because people with perfect recall are constantly bombarded with useless memories.

Some of them can't hear themselves think!

The point is, our brains actually *want* to forget stuff.

Your brain is always trying to get rid of all the useless information in your head, so you can focus.

But when you're studying for a test, that's a big problem!

So you have to tell your brain that the stuff you're studying is important.

How do you do that? There are a few good ways:

- **Teach people what you learned.** Teaching something wires it deeper into your brain. (I know because after being an NPTE prep instructor for so long, I remember everything on the test like the back of my hand!)

I'm not saying you should go around telling all your friends about acute bronchitis. But you *can* write a page or two about every single condition you'll need to know on the exam.

- **Use spaced repetition.** Make flashcards of all the concepts you need to know for the NPTE. And every now and then, quiz yourself on your flashcards to remember everything you've forgotten.
- **Put what you learn in context.** We remember stories better than we remember random facts. So if you can wrap a story around an important test concept, you'll be more likely to remember it come test day.

For example, if you need help remembering details about diabetes, you might read about Tom Hanks's struggles with the disease. Or, you might look for ways that diabetes affects people's personal lives.

Do these things, and you'll have a way easier time remembering everything you studied.

That way, when the exam date hits, you don't feel like all the important facts have gotten lost in your head... or fallen out entirely.

-Coach K

P.S. If you want more helpful study strategies like this one, check out the NPTE Coaching Program.

Inside, you'll get access to 100+ hours of pre-recorded lectures to help you ace the test.

Plus, anytime you have a question, you can just ask me.

It makes passing the NPTE a whole lot easier.

If you wanna learn more, click below:

[link]

(Pass Plus) SUBJECT: Making sense of your practice exam

Hey {{FirstName}},

Most people look at their practice exam wrong.

When they look over each section, they look at the *percent* of questions they missed.

But instead, you should look at the *amount* of questions you missed.

So for example, say you get 30 out of 60 questions right on musculoskeletal, and 15 out of 35 on cardiovascular/pulmonary/lymphatics. What should you spend more time studying?

You might say C/P/L, because you got a higher percent of questions wrong there.

You'd be wrong.

How come? Because you've got more "potential points" in musculoskeletal.

It's simple math. You lost 20 points on C/P/L. And you lost 30 points on musculoskeletal. So you have more room for improvement on musculoskeletal.

So, what do you need to work on most? Here's a simple way you can find out:

First, take a practice exam today. (Or as soon as you can.)

See what you do well on, and see what you don't do well on.

Then, re-evaluate. How much do you need to improve in each section to get comfortably above the passing line?

Then, come up with a new study plan. Decide what topics you feel like you've cracked. Decide what topics you need to focus on more.

This is gonna make studying a whole lot easier.

-Coach K

P.S. If all this sounds too hard, or you don't know exactly what to do, or you just don't want to do it alone, check out my coaching program.

It's already helped hundreds of people pass the NPTE. You could be next.

And if you think we're too close to your test date for you to switch strategies — I promise you, it's not too late.

If you shift gears now, you'll have everything down come test day.

You can learn more about that right here:

[link]

(Coaching Program) SUBJECT: The best way to hold yourself accountable.

Hey {{FirstName}},

Have you ever taken care of a small child?

If you've ever babysat before, I'm willing to bet you were WAY more responsible than normal.

How come? Because you weren't just taking care of yourself. You were taking care of someone else.

The same thing happens in the army. When they ask soldiers who win medals why they did the brave stuff they did, they all say the exact same thing: "I was fighting for the guys next to me."

How come people put so much more effort into taking care of OTHER people than they do into taking care of themselves?

Well, it's because when you do something for yourself, you feel like it's okay to slack off. Because you're only hurting yourself.

But when you do something for someone else, you feel like you can't let them down.

Letting other people down is painful.

You can use this to motivate yourself to study for the NPTE.

How? Well, one of the cool things about my coaching program is that you're working with other people.

That's helpful for a few reasons. First of all, it gives you more people to answer your questions. (I'm not always available to answer everything right away, but someone else in the group can usually help you.)

It's also helpful because you don't feel like you're all alone. You've got brothers and sisters in arms. (Psychologically, that's powerful.)

But time and time again, people tell me that the biggest benefit of working with other people is that they feel more accountable.

When you're studying with other people and you miss a day, you feel like you're letting your whole team down.

You feel like you're disappointing everyone else.

That's pretty powerful motivation to study!

Of course, that's only one of the many benefits of enrolling in the NPTE Coaching Program.

I'll also give you 100+ hours of NPTE content, and help you come up with a study plan.

And best of all, I'll give you a bunch of ways to study that *actually work*.

You can read more about the NPTE Coaching Program here:

[link]

(Coaching Program) SUBJECT: Wasting time.

Hey {{FirstName}},

Have you ever read a whole chapter of a book, only to feel like you didn't actually understand any of it?

Well, the problem is that the human brain isn't built to remember random facts.

In fact, the human brain is really, really good at *forgetting stuff*.

Whenever you learn something new, your brain has to decide whether or not to store it as a long-term memory.

It doesn't like to store stuff as long-term memory unless it absolutely has to. That's why you don't remember what you had for lunch on Saturday 3 weeks ago, or who you sat next to in 4th period English back in high school.

This is a big problem if you're studying for the NPTE. Because you kind of need to remember stuff!

The good news is, there *are* study techniques you can use to remember more of what you learn.

That way, you can feel confident on test day. Because you have everything you need inside your head.

If you wanna learn more about those study techniques, check out the NPTE Coaching Program:

[link]

(Coaching Program) SUBJECT: You nervous, {{FirstName}}?

Hey {{FirstName}},

The NPTE is coming up. Are you nervous?

After all, if you fail this test, your life stays on hold... for another 3 months.

That means:

- Awkward conversations with friends and family.
- Missing out on 3 months' salary.
- Waiting 3 more months for your first promotion.
- And even worse, if you have a job offer right now, it might get rescinded.

You don't want any of that to happen.

The problem is, being nervous can actually *hurt* you on test day.

The worse your jitters, the worse your score.

The good news is, there are a few strategies to help your anxiety, like:

- Breathing exercises.
- Sticking to a healthy lifestyle.
- Working with other people.

But what's the *best* way to calm yourself down?

Well, the best way to not get nervous is to feel like you're actually prepared for the test.

When you know the material like the back of your hand, you can strut into the test center confident, knock out the test like it's nothing, and then get ready to start work the next week.

That's what I help people with in the NPTE Coaching Program — which will help you learn everything you need to know.

How do I do it? It's simple: I show you proven study strategies that help you make sense of everything.

These study strategies are better than anything you learned in school.

(I know that's a big claim, but I can back it up.)

Hundreds of people who've gone through my program have passed the NPTE without any issues. (Including a whole bunch of people who failed the first time!)

So instead of biting your nails over the big test, come study with me.

You can click here to learn more:

[link]

(Pass Plus) SUBJECT: I'm here for you, {{FirstName}}

Hey {{FirstName}},

Question for you: how is studying going?

A lot of people tell me that when they study for the NPTE, they don't really feel like they're learning anything.

They're reading book after book. They're taking tons of notes. But they don't feel like they're making any progress.

Some of them even take practice tests... and their scores don't improve.

Does that sound like you?

If so, you're studying the wrong way.

If you're reading every chapter of your book and taking notes, you're studying the wrong way.

If you're deciding what to study all over again every day, you're studying the wrong way.

If you're quizzing yourself with flashcards... well, that's better, but you're still studying the wrong way.

If you start studying the *right* way, you'll learn a lot faster.

I know it's hard for you to imagine. But this NPTE stuff can be easy. It's only as hard as you make it.

If you wanna start studying better, I can help you with that.

I've recorded 100+ hours of content, breaking down the best study strategies and all the important concepts — so you feel confident walking into the NPTE.

Plus — and this is even more important — I take the time to actually *help you*.

I hate to brag about myself, so I'm gonna let some of my former students do it for me.

This is John:

“At first I was just looking for someone to help me with the PT stuff. But Coach K helped me find my purpose, my passion. He helped me through life more than anything. He’s gonna be my coach forever.”

This is Sara:

Kyle Rice is a fantastic partner to work with. He’s a fantastic coach. And he’s become one of my great friends! Even beyond the program. I still reach out to him every now and then!

And here’s Travis:

I can’t express enough enthusiasm and appreciation for Kyle and the program he’s built in this one post! (So imagine me jumping up and down with sparklers & confetti while reading this.)

The point is...

I’m here for you, {{FirstName}}.

If you want to skip the headaches, the anxiety, and the self-doubt...

(And not to mention, the chance that you’ll fail the exam, and have to do it all over again...)

Then check out my coaching program.

You can learn all about it right here:

[link]

(Pass Plus) SUBJECT: Sal failed the NPTE... then he came to me.

"I just didn't know how to study."

Before Sal came to me, he failed the NPTE.

Why? Because he studied the wrong way.

"I would just do what my classmates did. I got Therapy Ed books and went through them cover to cover, taking notes and making flashcards. But at the end of the day, that's just random memorization."

"When I actually got to the NPTE, I realized that led to my downfall."

After he found out he failed, he signed up for the NPTE Coaching Program.

I showed him a brand new way to study... and it changed everything.

"One game changer that I learned was how to study efficiently."

"I was really arrogant when I started studying. I thought I could see something one time and just remember it. But that's not the case. You need to break things down into fundamentals. That's how real learning happens."

Even better, the tools I showed Sal don't just help with the NPTE. They can help you learn anything.

"This is a game changer that I'm gonna use for the rest of my life. I'm gonna use the things I learned in the course to be a lifelong learner."

Sal isn't the only one. In fact, a lot of our former students have said that the NPTE study systems I taught them have helped them for the rest of their lives.

In other words, studying with me will pay dividends for years to come.

But more importantly, it can help you crack the NPTE!

That sure as hell beats failing (like Sal did) and then spending another 3 months in limbo.

If you wanna learn more about studying with me, click below:

[link]

(Coaching Program) SUBJECT: How Jamie got over her test anxiety.

Hey {{FirstName}},

Jamie always knew she wanted to be a physical therapist.

"Watching someone flourish back into their happiness is so cheesy. But it's my favorite part! And that's why I'm so passionate about PT."

But before she could start helping people, she had to pass the NPTE.

And she was freaking out. Because she hadn't done well on standardized tests in the past.

“Before I started studying for the NPTE, I had this recurring thought about my past difficulties studying for tests. I got anxious just thinking for it.”

She tried other ways of studying. But she felt like she wasn't going anywhere.

“I took a study course for a known PT Prep Course, and I was told to study this course manual from top to bottom. But I learned quickly that I was going to a rabbit hole. I wasn't retaining the information just reading from the book.”

Then she found my podcast.

“His story really resonated with mine. It felt like I really knew him!”

So she signed up for coaching with me.

And she passed the NPTE with room to spare.

“I joined, and it was the best decision that I've ever made!”

And it didn't end after she passed the test. Studying with me helped her in her physical therapy career, because she actually *remembered what she learned!*

“It's everything you need without the extra fluff. He takes concepts and breaks them down easily for you to understand — not only now, but forever as a clinician.”

“I learned so much. And most importantly, I retained what I learned!”

If you wanna check out the NPTE Coaching Program (like Jamie did), click below:

[link]

P.S. I also helped Jamie with one other thing: her nerves.

That was a game-changer.

“Test nerves are very real. And Coach K gave me resources to overcome this. We even talked over the phone about it!”

In fact, she says that getting over her nerves was one of the reasons why she passed the test.

“The right mindset can improve your score significantly.”

So if you're biting your nails thinking about the NPTE, come work with me. And I'll help you breathe easy.

Check it out here:

[link]

(Coaching program) SUBJECT: The mental side of the NPTE.

Hey {{FirstName}},

Meet Alyssa.

Alyssa had always dreamed of being a physical therapist.

“I really love working with athletes, and getting people back to doing what they wanna do.”

But whenever she took a standardized test, she’d start doubting herself.

“I always get down to the final answers, but picking which one? I would always go back and change because I was doubtful.”

She was nervous heading into the NPTE.

Even worse, she got nervous about being nervous. Because she knew that exam jitters would hurt her performance.

That made her even more nervous!

But then, she found me.

“This program was helpful because it taught me how to study the right way. I know that sounds silly, because I’ve been studying my whole life. But I don’t think I was studying the right way to retain it long-term.”

I also helped her with the mental side of the NPTE. Which she appreciated.

“Having the test-taking strategies helped me stop doubting myself.”

By the time the test rolled around, she felt confident — and she passed.

“I was answering questions so much faster! It made an incredible difference for me.”

And like so many of my other students, she says that the learning strategies I showed her have helped her with all sorts of other things.

“It changes your whole life. It’s not just, it gets you through the test, and then it’s over. It affected everything, not just how I studied.”

“It became this family, my study group. Everybody was building each other up. If he was busy, [the people in the group] would answer my question.”

So if you wanna beat your test anxiety, get yourself prepped the right way, and feel confident heading into the NPTE...

I *highly* recommend you check out my coaching program.

You can find that below:

[link]

P.S. If you only remember one thing from reading my emails, remember this:

It's not *what* you study...

It's *how* you study.

If you start studying properly today, you'll feel more confident on test day... and your chances of passing will go WAY up.

In fact, in my coaching program, I *guarantee* that if you follow what I teach you, you'll pass the exam.

If you wanna check that out, click here:

[link]

(Pass Plus) SUBJECT: Travis failed his first NPTE attempt.

Hey {{FirstName}},

I wanna tell you a story about Travis.

Once upon a time, he took the NPTE — and he failed.

“I failed my first attempt [at the NPTE], wasted my money on other prep programs/materials, and my confidence was shot.”

After he failed, he had 3 options:

- Give up physical therapy and find a new career.
- Try studying for the NPTE using the same strategies that made him fail.
- Study with me.

“Listen... just like you I was searching for something better. Not a cookie cutter approach, but for better understanding of the material and clarity in where I was going wrong.”

“That’s when I found The PT Hustle.”

And studying with me made a world of difference.

“Not only did I pass, but I increased my score by over 118 points!”

“It’s 100% DIFFERENT from anything else out there!!!! It’s personal, customized to your individual needs, and worth every penny!”

Today, Travis has a great physical therapy job. And he’s grateful to me, because I helped him get there!

“I can’t express enough enthusiasm and appreciation for Kyle and the program he’s built in this one post! (So imagine me jumping up and down with sparklers & confetti while reading this.)”

If you wanna learn the same test-taking strategies that Travis learned, click the link below:

[link]

P.S. What do I mean by “studying the right way”?

Well, you’ve probably been studying the wrong way all your life.

You see, there’s a whole bunch of new science about how to study.

And these new “scientific” study methods are blowing the old study methods out of the water.

Sure, bad study habits can get you through school. But the NPTE is **hard**. If you want to walk into the test confident, you need to level up your study game.

I can help you with that.

To learn how, click the link below:

[link]

(Pass System) SUBJECT: Daniel passed the NPTE on his first crack.

When Daniel graduated from PT school, he was nervous.

After all, he had to pass the NPTE before he could start working!

But at the same time, he wasn't sure if he wanted to invest in a program like mine.

“Before signing up for this program I questioned whether spending the money would really be worth it.”

But he made the leap... and pretty soon, he realized he made the right choice.

“I quickly learned that this program is priceless.”

One of the biggest things that Daniel learned is that you can't study by just reading a textbook over and over again.

You have to study deliberately. Which means:

- Having a plan.
- Weaving PT concepts together.
- Learning to recognize different types of test questions.
- Building deep knowledge.

Once Daniel understood how to study, the rest was easy. He passed the NPTE on his first crack.

“This program is one of a kind and so hard to put into words. Coach K was put on this earth to help others pass the NPTE!”

And like so many other students, Daniel said that the study systems I showed him will help him for the rest of his life.

“Not only did I conquer the NPTE, but I learned more about myself and ability to accomplish anything I put my mind to.”

If you wanna study with me (like Daniel did), then check out my coaching program.

I guarantee you'll pass on the first crack (like Daniel did), or I'll work with you for free until you do.

Take a look for yourself right here:

[link]

P.S. I need to make sure you don't spend more time or money on the NPTE than you absolutely have to.

I also need to make sure you don't get test anxiety. (Because test anxiety is gonna hurt your score!)

I can show you how to study for the test the right way.

Sure, it's gonna be hard work. But it's easier than grinding 8 hours a day on textbooks and *still* not being sure you'll pass.

You can learn more here:

[link]

(Pass System) SUBJECT: “Coach K has a passion for seeing his students succeed.”

When Dillan started studying for the NPTE, he prepped with study guides provided by his school. But that didn’t work.

“I took the exam and failed by one question.”

Then, he found me... and he passed the test in spades.

“I wish I would have just invested and bought Coach K’s program from the beginning.”

It’s like I’ve always said:

When you study the right way, the NPTE is easy.

Dillan’s story proves that.

“The PASS System helped me come up with a format in my head of how to answer every question and it WORKS!”

Dillan had some kind words for me, too:

“Coach K is so inspiring and truly has a passion for wanting to see students succeed.”

He says studying with me is worth it:

“I would 100% recommend any of Coach K’s programs to any student wanting to pass their boards!”

If you wanna learn more about the PASS System (the course Dillan took), then click here:

[link]

(Pass Plus) SUBJECT: "You can't do it alone."

Hey {{FirstName}}

John felt nervous about signing up for an online test-prep course.

But he felt a lot more nervous about failing the NPTE.

"I took the leap," he said. "I have to do this."

He's glad he made the investment.

"The money doesn't matter. You make it back in the end."

And the stuff he learned helped him on more than just the NPTE.

"At first I was just looking for someone to help me with the PT stuff. But Coach K helped me find my purpose, my passion. He helped me through life more than anything."

"He's gonna be my coach forever."

If you wanna see what all the fuss is about, you can learn about my coaching program here:

[link]

P.S. Another thing John liked about working with me was, he got to study in a group.

“One game changer I learned was, you can’t do it alone. You need a group of people.”

“Before I was doing it by myself. But having a team helped so much.”

So many people treat the NPTE like a solo game.

That just makes things worse. Being all alone makes us nervous. It’s not good for you.

If you want some company on your NPTE journey, then check out my coaching program:

[link]

(Coaching Program) SUBJECT: “I needed to have a plan...”

Hey {{FirstName}},

When Sara was getting ready for the NPTE, she tried to study the old-fashioned way.

“Just like anyone else, I got books from school. Plus 2 other programs I had access to. I went through them, highlighted through them all, but just never felt ready.”

Then, she signed up for coaching with me. And all of a sudden, she felt like she was learning a lot faster.

“I absolutely loved the program. It worked very well for me. I was able to learn the material in a way where I was actually able to retain it, and use it in practice.”

What did she like about working with me? First of all, she says that I explain stuff better than her textbooks.

“I thought that the explanations that Kyle gave were fantastic. His responses to questions in class were great. He is there for you 100% of the time.”

She also liked that I helped her figure out a plan.

“I needed to have a plan in place. And Kyle’s program teaches that plan to you.”

But the biggest thing for Sara was that I actually care about her:

“He wants you to do well beyond the test, like finding jobs, applying for your licensure. Just because you’re done with the program doesn’t mean he’s done with you.”

Here’s what she had to say about me:

“Kyle Rice is a fantastic partner to work with. He’s a fantastic coach. And he’s become one of my great friends! Even beyond the program. I still reach out to him every now and then!”

If you wanna get past the NPTE without anxiety or fear, you can check out my coaching program.

Just tap this link:

[link]

(Coaching Program) SUBJECT: “Why haven’t I been learning like this my entire life?”

Once upon a time, Rachel was studying for the NPTE... but it was *way* harder than she thought.

No matter how hard she studied, she didn’t feel like she was learning.

She was worried she’d fail.

“I’ve personally done a lot of prep courses, because I am not the best test taker.”

Then, she found me.

After working with me for a couple months, she passed the test without breaking a sweat.

How? It’s simple. All I did was teach her how to organize the stuff she already know.

You see, if you’ve to PT School, you’ve already learned most of what you need to know for the NPTE.

And you haven’t forgotten it... even if you think you have.

If you wanna pass the NPTE, all you have to do is find all that “hidden knowlegde” in your brain — and then learn to think about it the same way the NPTE does.

When I showed Rachel how to do this, she said:

“Man, why haven’t I been learning like this my entire life?”

I helped her make sense of everything she learned in PT school, and structure it so that she could actually use it on the test.

*“Coach K teaches you how to **learn** things,” she says. “It’s about how to apply and analyze and ask questions.”*

In other words, the NPTE Coaching Program is gonna set you up for success later in life.

“I know it’s a lot of money. But it’s a huge investment in your future. If you don’t wanna take this test more than once, buy this program.”

Wanna learn more about the NPTE Coaching Program? You can check it out at the link below:

[link]

P.S. Students fail the NPTE all the time. And then they come to me.

They tell me, “Coach K, I didn’t want to spend money on a program, so I tried to do it myself.”

Unfortunately, that ends up costing them *more* in the long run — because they miss out on 3 months’ salary!

So if you want to get it right the first time — like Rachel — just click right here:

[link]