

# Welcome Email Sequence - Chess Guy 🦵 ♟️

## **Email 1 (Variation 1):**

Subject line: ♟️ Welcome!

Body:

Hey there,

Welcome to the Chessentials newsletter

I'm Vjekoslav,

A 2250-rated candidate chess master (CM) from Croatia.

**If you're a committed chess player who strives to outplay, outsmart, and defeat future opponents, then you're going to love what's coming to your inbox.**

But today, let me tell you a secret about chess

Many of its lessons apply to life.

Chess is a game of:

*Decision-making,*

*Pattern recognition,*

*Critical thinking,*

*Problem-solving,*

*Strategic planning.*

If you can develop these critical skills in chess, you can apply them to every aspect of your life.

I hope you're as excited about this as I am!

Tomorrow, I'll be assigning you a mini-task on game analysis that'll drastically improve your ability to come up with a winning strategy in any position.

If you're serious about levelling up your chess IQ...

Be sure to look out for tomorrow's email.

Best,  
CM Vjekoslav Nemec

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### **Email 1 (Variation 2):**

Subject line: Hey.

Body:

Hey there,

Welcome aboard the Chessentials newsletter!

I'm Vjekoslav, a 2250-rated candidate chess master (CM) from Croatia.

I'm thrilled to have you join my newsletter.

#### ***My mission?***

To help you improve your chess game, so you can outsmart future opponents and reach a higher rating. If that's your goal, you're in for a treat with what's coming to your inbox!

If you're serious about levelling up your chess IQ...

Be sure to look out for tomorrow's email.

I'm assigning you a cool mini-task focused on game analysis that will help you grow your strategic chess mind, allowing you to be more tactical in any position.

It's a MUST for truly dedicated players.

If that's you, you're gonna love this fun little exercise.

Talk tomorrow,  
Vjekoslav Nemec

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## **Email 2:**

Subject line: ♔ Mini-task (Improve your chess IQ)

### Body:

Unlike the assignments you took in school, this one will improve an area of your life you're actually passionate about.

Today's mini-task is simple:

*Analyse at least one game played by one of the old-school chess masters, which you can find [right here](#), and write down 5 lessons you could extract from that game.*

Observe their board strategy and game-changing moves.

Identify blunders that cost games.

Think about what moves YOU would play in their positions.

Studying chess matches, including your own, puts you miles above the average player because most think that game analysis is "boring".

But that's where you'll come in, with your superior chess IQ, to devour their Elo points.

Hungry for Elo?

## Analyse a strong game by the first world chess champion from 1886.

Once you do this...

Reply to this email with "DONE" so I know who the future masters are!

Best,  
Vjekoslav Nemec.

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### **Email 3:**

Subject line: 4 Opening Principles For Middle Game Dominance

Body:

How often do you find yourself suffocated in the middle game?

While your pieces are stuck with nowhere to move, your opponent's army marches forward with confidence.

It's a desperate, hopeless situation.

I've seen too many players struggle to land a good position in the opening.

So today, I'm sharing **4 simple opening essentials** that almost guarantee you never find yourself in a losing position before the middle game again:

1. **Rapid development** - *Get your best pieces into the action and off their starting squares as quickly as possible! Don't allow any pieces to sit passively in the back like useless potatoes.*
2. **Control the centre** - *A basic, yet powerful opening principle. Dominate central squares with pawns, bishops, knights, and your queen for a strategic advantage.*
3. **King safety** - *The #1 rule of chess. Castle your king and get him away from the centre ASAP, ideally before the 10th move. Don't let the king be an easy target.*

4. **Piece exchanges** - *Don't exchange pieces needlessly. Avoid opening up the centre with pawn trades until your king is safe. Only trade pieces when you have a greater plan in mind.*

Most middle-game struggles can be avoided if you keep these 4 opening principles in mind.

Now...

Play a few matches, use what you've just learned, and then let me know how it went.

I'll be reading all replies to this email, so I hope to hear from you soon.

Best,  
Vjekoslav Nemec

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### **Email 4: Promotes "Stomp Sicilian" Course**

Subject line: ♟ CRUSH Sicilian Players

Body:

See this?



When black responds to 1. E4 with C5, it's called the "Sicilian defence", and it's an absolute power play.

There are plenty of complex variations of the Sicilian...

But they all have the same ideas:

1. Setting up black for some aggressive follow-up moves.
2. Challenging white's central control

The move can be a real thorn in the side of king pawn pushers.

If you don't know how to counter the Sicilian, it could seriously drag your chess career through the dirt.

Especially once you start playing at the higher levels.

Seeing the Sicilian defence used to give me nightmares.

Whenever my opponent played the *dragon variation* on me, I would get flashbacks of previously lost games.

But that was a few years ago.

Nowadays...

I feel a burst of excitement knowing I can STOMP the Sicilian into fine powder using some little-known positional tactics.

Don't allow yourself to get overwhelmed by all the complex variations.

Defeating the Sicilian using straightforward tactics is easier than you'd think.

[You just need to learn how to frustrate Sicilian players by throwing their plans off balance.](#)

Best,  
Vjekoslav Nemec

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## **Email 5: Briefly Promotes Course**

Subject line: Attacking In Chess.

Body:

Chess "games" are like mini wars on a wooden battlefield.

To emerge victorious, you must know how to attack and exploit your opponent's weaknesses.

*"Which of their pieces has the least protection?"*

*"How can I put pressure on these weaknesses to win material?"*

*"Does my opponent have any undefended pieces?"*

Thinking about these questions will often show you holes in your opponent's position.

You'd be surprised how many players accidentally hang bishops and knights.

Same with pawns.

Attack weak points and put pressure on your opponent.

Force them into endless defence and don't give them the chance for a counterattack.

Observe the entire board for weaknesses.

Make a plan of attack.

Then... gobble up their pieces like Pac-Man!

Best,  
Vjekoslav Nemec

**P.S.** Knowing how to exploit weaknesses in the Sicilian defence can help you climb the rating ladder fast since it's such a common play.

As strong as the Sicilian is, it certainly has its flaws.

If you're prepared for them, you can come out on top 99% of the time.

[Learn how to exploit common weaknesses in the Sicilian defence.](#)

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## **Email Timeline - Days Between Emails**

Email 1: Sent as soon as visitor signs up to newsletter.

Email 2: Sent 24 hours after the first email.

Email 3: Sent 48 OR 72 hours after second email.

Email 4: Sent 48 hours after third email.

Email 5: Sent 24 OR 48 hours after fourth email



