

(Option 1)

Subject: Before you say another word to your kids, read this

Subject Line 2: bc you might be harming them without knowing it...

(Option 2)

Subject: You don't want to mess up your kids, do you?

Subject Line 2: Of course you don't. Read this...

(Option 3)

Subject: It's time to rethink parenting

Subject Line 2: Redefining what a good dad does.

Hey **{NAME}**,

Sometimes, I'm shocked at how many people are still parenting the same way they were parented - even though they are clearly all fugged up.

Let me paint you a horrible picture:

Little Joe's dad controlled him with violence and fear.

So what does Big Joe do to his kids?

He rules with a heavy hand.

Not because he's a dick.

The crazy thing is he does this out of love.

Because he cares so much that his kids turn out better than him, and he thinks it's so important that they understand, it's worth getting loud over.

Really loud.

And so he repeats the cycle.

He leaks his unprocessed emotional trauma all over his poor little kiddos.

The bottom line is this: he was never shown a loving way to be a dad.

The good news is there is a better way.

You can break the cycle.

You can learn to put all that bullshit behind you and become a NURTURING father figure.

Anyone can.

A good dad is a nurturing dad - not just to his kids but to the kids' mother too.

No matter what she's done to you or hasn't done to you - the bigger man learns to treat others with respect, and this is the only way to truly break the cycle.

This is the way.

(We're Star Wars nerds also, btw)

Smack the shit out of that little blue button to learn more about the program we've created to help dudes just like you break the cycle.

Talk soon,

Brother John

PS: If you're unsure whether the Nurturing Dads Program is for you and have questions, I'm here! Reply to this email and ask away.