

Launch Sequence

Email One:

Subject: WELCOME

It's time to unlock your true strength!

<insert name>, the Barbell community is so happy you have chosen to join us!

Taking this small step has shown us that you have the determination to become your best self!

There's no time to waste so let's get right to it. And we would like to send you a "**secret**" code to receive a FREE "Barbell Logic Beanie" as a token of our appreciation.

And look for the next steps to becoming *your best self...*

Click here for your FREE Beanie!!!

Email Two:

Subject: IGNITE your power

Tap into your inner strength and transform your life...

So many people want to get into great shape.

They look in the mirror daily and truly want to change their appearance and become their best version.

The problems for most people are all the same:

- No time to go to the gym
- Always exhausted after work
- They think exercising is boring

The truth is online training is becoming the future for hard-working citizens due to its easy access, cheap prices, and more it's secluded than a public gym.

Our Barbell goal is to **grow and transform** you into whom you've always dreamed of becoming.

I want to guide you down a path that will allow you to experience a life improved by strength!!!

[Click here to watch my YouTube videos and unlock your INNER STRENGTH!!!](#)

Email Three:

Subject: The time is NOW!

It's time to get on track and achieve your goals

When was the last time you woke up, looked in the mirror, and loved the way your body looked?

You didn't sit and wish you had 6-pack abs; you didn't complain that it was hard to go for a couple-mile run.

You woke up and were proud of how hard you worked to achieve that body you loved so much.

Do **NOT** worry, you're not the only one that hasn't had that feeling in a long time.

It can be hard to achieve your *perfect* body when a daily schedule is so hectic.

Whether it is:

- A crazy work schedule
- Exhaustion after a long day
- Having no motivation to workout

There is still time to get back the body you loved looking at in the mirror.

You just don't know how to get there... **YET!!!**

Click here to experience TRUE strength and find out what you're really made of...

Headlines

- Are you tired of having zero free time to create your DREAM BODY?!
- The truth about achieving your god-like physique!!!
- Former professional strongman discovers the “secret” to creating the ultimate physique in the comfort of your home!

Feedback:

- Change, "Taking this small step has shown us that you have the determination to become your best self!"

TO

"Just take this step and prove you are determined to be your better self!"

- Replace "best-self"

WITH

"Taking this small step has shown us that you have the determination to create your dream physique."

"Taking this small step has shown us that you are ready to become the ultimate alpha."

"Taking this huge leap proves that you are ready to unlock your Greek-God physique."

"This ultimate leap of faith has put you on a path to creating your dream body!"

- Delete "There's no time to waste so let's get right to it."

- Replace "And"

WITH

"Keep an eye out for" "Make sure to look for" "Keep your eyes peeled for" "Be ready for"

- Remember to state whether a piece of copy is an HSO,DIC, or PAS style.
- Keep the spacing at 1 enter not 2
- Change "many people"

TO

The specific group of people the copy is targeting. So this one would/could be:

"So many hard working men" "Hard working men all around the globe"

- Instead of "change their appearance" the copy once again needs to be more targeting of the audience we are trying to connect with.

Instead we could change this to things along the lines of:

"They look in the mirror daily and truly want to see a Greek god staring back at them."

"They look in the mirror daily wanting to see an alpha male staring back at them."

"They want to see a man that puts the fear of God into his own reflection when he looks in the mirror."

"They want to look in the mirror and see a man whose arms are the size of mosts legs."

- Change "and more it's secluded than a public gym."

TO

"And is more secluded than a public gym."

- Place "The truth is online training is becoming the future for hard-working citizens due to its easy access, cheap prices, and more it's secluded than a public gym."

Above the bullet list rather than below and then use the process of excuse elimination in the bullet list rather than listing the excuses.

- Change the bullet list from :
 - No time to go to the gym
 - Always exhausted after work
 - They think exercising is boring

TO

"So there is no excuse of having:

- 1) Not time to go to the gym;
- 2) Exhaustion after work to go somewhere;
- 3) Boring exercises, using the same machines over and over again.

- Make "Our Barbell goal is to **grow and transform** you into whom you've always dreamed of becoming."

More visual when they're reading the copy. So could change to:

"Our Barbell goal is to **grow and transform** you into a bigger, stronger, more intimidating man."

"Our Barbell goal is to **grow and transform** you into the ultimate alpha male."

"Our Barbell goal is to **grow and transform** you into the top dog in every room you step into."

"Our Barbell goal is to **grow and transform** you into the demi-god that you've always dreamt of becoming."

- Change "You didn't sit and wish you had 6-pack abs; you didn't complain that it was hard to go for a couple-mile run." and make it sound more like they're sitting and pondering and continue to tap into their pain button.

So it could change to:

"How often have you sat there and wished you had 6-pack abs; and complained that it was too hard to go for a couple-mile run."

"How many times have you lifted your shirt and wished you had 6-pack abs, or complained that you were too out of shape to run a couple of miles."

"How long has it been since you were able to get up and run a couple of miles, or took your shirt off and saw 6-pack abs staring back at you in the mirror?"

- Edit "Do **NOT** worry, you're not the only one that hasn't had that feeling in a long time."

TO

"Do **NOT** worry, thousands of men around the world feel the same way that you do."

"Do **NOT** worry, you're not the only man that feels this way far too often."

"Do **NOT** worry, you're not the only man who is sick of feeling this way."

- Change "It can be hard to achieve your *perfect* body when a daily schedule is so hectic."

TO

"There is still time to get back the body you loved looking at in the mirror." followed by a bulleted list.

"You still have a chance to become the Greek god you've always wanted to be."

"There is still time to become the ultimate alpha male you so desire."

"Obtaining the body you've always dreamed of can still happen!"

- Change "**Click here to experience TRUE strength and find out what you're really made of...**"

TO

"Click here to create the Greek god physique you've always wanted!!!"

"Click here to create a physique that will make you the ultimate alpha!"

"Click here to get into the greatest shape of your life!!!"

In my opinion it's just the impact of the sentence that increases the value. Often direct is a key factor of this. For your second question, "Best-self" is a starting point and it requires research into what this target market would like to be described. I am assuming that the welcome emails are for productivity or improving one self so trying to use words that bring out the dream state is better

The value equation

⇒ How to maximize the amount of value you give to your customer in every step of the value ladder.

⇒ Use the value equation as a guideline to determine whether or not this is valuable enough for them.

⇒ The value equation describes the perceived value that a customer has towards something that is presented to them.

⇒ As a copywriter, you need to make sure that the audience that reads your copy will get the most value out of whatever you are selling about in the text.

⇒ You can leverage the 4 variables there to make it more valuable in the minds of the reader.

⇒ This is how your audience perceives whether something is valuable or not.

⇒ The bigger the dream outcome, the higher the perceived value

⇒ The higher the perceived likelihood of achievement, the higher the perceived value

⇒ The lower the time delay for them to achieve the result they want, the higher the perceived value

⇒ The lower the effort and sacrifice that they have to make to achieve the result they want, the higher the perceived value

⇒ As a copywriter, your job is to structure the perceived value that the audience will get in every step of the value ladder.

⇒ Starting with the advertisement, webpage, homepage, sales page, upsell page, and all the way to the order page.

⇒ To do this, you can play around with the 4 variables to max out the perceived value that the audience is going to get.

Fellow G's that I need to message when enough coins are obtained:

[JordanCMartin](#)

[Antanas](#)

[@King_David](#)

[Aamir | Sonny](#)

[Kori](#)

[Nicolaspym](#)

IG: joe_novelli21

+1 978-503-4345