

Context: I was on a sales call with him and he told me more about his program, that he charges \$500 for 1 month of 1:1 coaching and didn't exactly understand his target market. I had a welcome sequence for him reviewed in the Advanced Aikido channel already and said that the newsletter was about "calisthenics, biohacking, cardio, and more."

Roadblocks:

They have a relatively low following on X
They haven't made any money from coaching
They don't have a business email

Solutions:

I make the business email
Someone else is ghostwriting for them on X
I wrote SEO for his IG and am writing a newsletter for him

Step 4. Squats: <https://rumble.com/v43wgsn-100-more-squats.html>

Step 2. 4 Questions:



1. **Who am I writing to?** I am writing to Middle-Aged men and women who are entrepreneurs, aged 34-45. **Who is my avatar?** People who look like >
2. **Where are they now?** They have already gone through the welcome sequence, which in the 3rd email had a link towards the 1:1 coaching program. They are now on the 4th email, which is now outside of the welcome sequence, and into the newsletter. **What are they thinking/feeling?** They feel that they have worked for a long time in their life, and now are financially ready to find a partner in life. **Where are they inside my funnel?** Signed up the newsletter, most likely follow my client on X, but did not sign up for the 1:1 coaching.
3. **What actions do I want them to take at the end of my copy?** I want them to have more knowledge based on diet. This is a nurture email, not a harvest email. **Where do I want them to go?** I want them to be interested and take notes. They want to receive the next email on health tips.
4. **What must they experience inside of my copy to go from where they are now to taking the action I want them to take?** They must experience a listing of genuine value in the information, enough so that they take note of it. **What are the steps that I need to guide them through to take them from where they are now to where I want them to go?** I need to tell them that they should take notes, and that there are many more tips to come.

Demographics: Middle-Age men and women, aged 34-45

Desires: to lose weight/gain muscle mass.

Pains: being weak and overweight, probably single, and lacking in time

Income: medium-high (enough to go to a gym and spend \$500 on 1:1 coaching)

Awareness/Sophistication: With lack of time, generally sophisticated but not that sophisticated.

^ old target market research

updated target market research

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Desires:

1. To lose weight/gain muscle mass, feeling fresh and strong.
2. A well structured program with clear intentions for the workout.
3. Keeps you strong and conditioned.
4. Knowing what you have to do each day.
5. Less time in the gym, more time training for progress.
6. Nutrition that tastes good and healthy. Quick recovery.

Pains:

1. Being weak and overweight
2. Probably single
3. Lacking time.
4. Unmotivated and unaccountable for themselves.
5. Joints that can hurt, overtraining fatigue.

Injuries..

Income: medium-high (enough to go to a gym and spend \$500 on 1:1 coaching)

Awareness/Sophistication: They are problem aware, they are semi-solution aware. I need to show them the full solution. They are not sophisticated, so I need to prove the product.

Step 3. What I believe are weaknesses (Personal Analysis): 1st email

1. In the welcome sequence I wrote for him, I was talking to a younger audience since I did not realize how much the coaching was and in-turn who his target audience was. I will revise the welcome sequence to accommodate this but it shouldn't be too big of a difference.
2. I think that it might be boring to some, so I tried starting off through a visualizing story, and then transitioned it into health information.
3. I don't know if I emphasized the importance of this enough to make it interesting, the story could be more intriguing, it's just a morning routine but I don't know how to draw more intrigue starting off with "an average day"
4. With the HSO framework, the Hook in the subject line gives off a general idea of what the email is about, while the starting line starts with a question of it being an average day to draw intrigue of "since it's an average day, this must be a daily habit" however I'm not sure if this draws enough intrigue/if the hook is good enough.
5. There's no offer at the end like the HSO framework says, but this is a nurture email.
6. With the breakfast, I believe this is what average people eat, but maybe I could change it to waffles/pancakes with sausage and milk, it's more accurate to what people eat I believe.
7. Original title was "So you eat bread with milk I understand?" which might grab attention better.

2nd email

1. I don't know if it attacks pain points or desires much.
2. It brings reality into it, and is a common sense one. I think it might come off too harsh though.
3. The "instead of shoving bread in your mouth" line feels very unprofessional but I think it might go with the email. Not sure though.
4. I used "P.S." to sort of add a bonus to the email, but I don't know if it's necessary.
- 5.

3rd email

1. I feel like it might be too informational in blocks, as in, helpful but not interesting. I don't know if this is true or not though.
2. With the first issue being said, I don't think it attacks pain points or desires much once I start getting into the information. Again, it's helpful but I don't think it's intriguing.
3. In the end I try to get engagement with the email by encouraging others to reply, is that an effective line?
4. I tried ending differently to add personality to it instead of simply "regards" as the other 2 emails use to end it.

Subject Line: The simplest thing you can do to fix your diet.

It's an average day, right?

You wake up in the morning, as usual, tired and exhausted. You roll out of bed, go to brush your teeth, and take a quick shower.

After the shower, you put your clothes on: a red t-shirt, a black pair of shorts, and some white socks.

You planned to go to the gym at 9am, but you realize it's only 8 o'clock. "A quick breakfast might be nice."

You make some waffles, 2 strips of bacon, and a tall glass of milk for your breakfast in the morning.

BAM!

Your stomach cries out in pain!

Your gut can't speak English, but if it could, it'd be asking why you just combined the worst foods you could. Especially before going to the gym.

"Grrrrr..."

Your stomach continues to make noise for 3 hours; all through your gym workout, you notice that you weren't doing as well as you usually do.

That's because you not only shouldn't mix meat and milk, but you shouldn't eat any bread either.

Even gluten-free bread isn't good for you. In 1870, modern wheat was invented, which the body isn't used to, so it rejects it.

Not combining meat and milk goes back to ancient times, in the Chinese Yin and Yang diet, as well as in the Bible in Exodus 23:19, 34:26, and Deuteronomy 14:21. This is because of putrefaction with the different digestive requirements for meat and milk.

Even though milk has calcium in it to strengthen bones, it also builds visceral fat. So it's best to avoid dairy products and bread overall for a healthier diet. Keep this in mind for this new year for

the new you! Take notes, as there are many more health tips on the way!



- Regards, [name of client]

Goal of 2nd email: quick calisthenic workouts and normalizing fat shaming.

Subject Line: What's wrong with this?

In the modern day, a lot has changed from the way things used to be. One of the finest examples of this is "fat shaming."

When you were growing up, you didn't see fat people everywhere you went. Maybe 1 or 2 here and there, but in modern America, you see at least 10 at every Wal-Mart you go to. When did this become normal?

What happened to being in shape, not only for yourself but for your loved ones? You would get picked on relentlessly for being fat in school; now it's all about "body positivity."

The BEST form of body positivity is to *take care of your body*.

I know... I was shocked when I found this out too.

Instead of shoving bread in your mouth because you feel bad, how about making yourself feel better by doing some quick calisthenic workouts?

Squats, pushups, leg raises, and chin ups, just to name a few, there are endless workouts you can do in under 5 minutes and make yourself feel 10 times better!

Fat shaming isn't a negative thing; it is one of the most body positive things you can be doing. You should strive to craft the body of your dreams and attract the romantic partner you've always desired.

This isn't to say you should shame others, but that you should encourage them to become their best and healthiest selves! Not support their bad decisions.

- Regards, [name of client]

P.S. - To craft your body the quickest, a gym membership would help.

You don't need to get a gym membership, however, calisthenics are only good at toning your body. Building a lot of muscle mass will go so much faster by going to a gym.



Subject Line: I'll Sleep When I'm Dead!

Sleep is for the weak! At least, that's what most people say, right? The classic phrase, "I'll sleep when I'm dead,"

This might be the most retarded phrase you could tell someone...

Not only does not sleeping affect the quality of your work—health, stress, and more—but lack of sleep actually makes you **die faster!** Multiple studies have shown this, so why would you do it to yourself?

Getting quality sleep is just as important as the quantity of sleep you can get. Try going to bed before 11pm or, if possible, before 10pm for optimal sleep. Wake up anywhere from 4am to 6am and you'll be good to go!

Not only are you getting a headstart on everyone else, but studies with the circadian rhythm show that the hours of sleep you get from 10pm through 12am can count double. So instead of 2 hours of sleep, they act as 4 hours. This means sleeping from 10pm to 4am is like getting 8 hours of sleep, when in reality, it's only 6 hours. This is one of the biggest sleep hacks you can utilize.

Blue light from our phones and other devices that give off light affects our sleep quality, so it's best to avoid this 2 hours before bed to ensure we fall asleep quicker. If you need to use your phone or laptop before bed, turning on night-light mode will give off less blue light than usual; you could also buy special glasses that block blue light.

This, along with my email about diet, is a great biohacking tip for you to utilize in your daily life! If you'd like me to focus on a specific field of biohacking more (like diet or sleep, for example,) then reply to this email and let me know!



Yours truly, [name of client]