

Who am I writing to?

People who desire literally life coaching - they want help improving themselves

They find it difficult to recognize the progress they have made - difficult to build motivation

They want someone to provide caring and unconditional guidance

‘Empowerment life coach’

They’re self-improving

They most likely in a tough challenge

Anyone can be somebody, as long as they keep trying.

Hi, Leon.

I hope you're having a fantastic start to 2024.

Attached below, I've written you 2 emails to help nurture members of your audience that are not entirely convinced on whether to purchase from your business.

These emails aim to market to a larger range of your audience.

Let me know if this interests you.

Thanks, Sam

Judge for yourself 🙌

Email #1:

Hey, I'm Leon!

I wanted to say hello and give you a very warm welcome to my email list.

I'm here to...

1 - Help you build motivation (that will give you a sense of purpose and enthusiasm to self-improve).

2 - Help you recognize progress you make/have made (increasing your confidence and motivation to follow the path forward).

3 - Guide you through whatever tough challenge you're facing (that will teach you how even how a NOBODY can be SOMEBODY... **as long as the keep on trying**).

Every so often I'll provide you with how-to's and tips to build and maintain motivation (leading you to personal growth and fulfillment).

Until then, stay on your toes!

P.S. If improving your life is a priority for you, then my book: 'BROKEN: The Survival Instincts of a Child' shows my story of how I went from having deeply rooted demons as a young child, to a well-respected Naval Veteran, trusted by thousands.

[Find out more here](#)

Email #2:

Hey, Leon here!

I just wanted to take a minute to check up on how your self-improvement has been coming along recently?

And how everything is going?

Because I understand what it feels like struggle with motivation, feel like you're not progressing, and feel emotionally strained from the tough challenges you're going through.

As a young child, I had deeply rooted demons from, what some would call a hard life.

Humble brag... I'm now seen as a well-respected Naval Veteran that's trusted by thousands.

However, I was once a young man exposed to poverty, racism, and violence.

In short, as a black kid growing up in the inner city of Cleveland and East Cleveland in the 70s and 80s, I saw and engaged in certain things no child should ever see, or do.

I was a victim of a broken home, who somehow survived his youth, determined to learn from my mistakes and succeed in a, what seemed to be, inhospitable world.

And, with facing difficulties along the way, I am now a well-trusted veteran in the United States Army, an author, public speaker, and mentor.

And, I want to show you how you can go from a difficult life to, well... ANYONE you desire to be.

(Hint - it involves a deeper inspection of your difficult situation).

[Open the doors to your success here](#)