

## Context:

This email is free value.

It's an email for the last part of their follow-up sequence to join a men's coaching program.

☰ Market Research: Men who coach other men

### 1 - Who am I writing to?

I'm writing to Men who are coaches for other men.

### Who is my avatar?

Jared is aged 29.

He is a men's coach who's seeking personal development to further his coaching career.

He aspires to be like his mentors and other top-performing coaches in the men's coaching space.

He's motivated hard-working and committed to personal and professional growth.

He wants to strengthen his leadership abilities for not only his clients but for parenthood and his intimate relationships.

### 2 - Where are they now? What are they thinking, and feeling? Where are they inside my funnel? Etc...

They feel a strong desire for growth and transformation in their lives. Some may be experiencing challenges or transitions that have prompted them to seek support and guidance from a coaching program like this one.

They have just finished applying for a form about the coaching program, and they have received email sequences regarding the program. This free value email has now ended up in their inbox to convince them to commit to the program.

### 3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to apply and commit to the program.

### 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? 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?

They must experience being the leader and man they're meant to be.

They must know that to make change, starts with momentum and action and they have to

take control of their life to do that.

## Free Value Email

*(They've already received multiple emails regarding this program and this a last-chance email)*

SL: It's not too late yet

{first.name},

Let me be perfectly clear:

You opened this email because you're looking for change.

You're thinking that you can do this alone.

Which you can.

(Don't get me wrong.)

But you're looking for a breakthrough.

This is a chance to reinvent yourself and make life-changing impacts on your clients

It's more than coaching...

You'll lead with confidence that'll spiritually shift your career, relationships, and purpose.

And become the man you were meant to be.

You can expect:

- The path to learning the highest level of men's coaching from Top Leaders of the space
- How to immerse yourself in "healthy masculinity" and be a beacon for others
- To find yourself with brotherly feedback from other masters of their craft

If you're reading this far then you've already committed to change.

It's a community built on brotherhood, honesty, and support.

And a transformative journey to be the masculine leader for your circle.

Your momentum is up to you.

No more perfect moments.

[It's time to change - apply now.](#)

Be brave for them,

Jonathan S.