

CONTEXT

The main purpose of these emails is to get the email list subscribers to the sales page for a previously unannounced product.

Target market: Young men/boys that lack a father figure / masculinity, aren't physically or mentally strong but want to change for the better and gain the traits of a strong, masculine man, respected by all.

Avatar:  **Discipline Sale Avatar** ← Avatar for further context.

Product: Without giving specific details, it is a small, cheap digital program designed to make people disciplined, changing their entire mindset and the way they approach their day so they no longer feel like the “hard work” is hard, on the contrary, they'll be excited to do it.

Further context: If some of the language feels blunt/brash, it's part of my client's character to be a sort of unapologetic leader.

I've put asterisks* for things I need to go back and change (personal reminder), pay no mind to them.

The copy itself is very rough and unfinished, have just been putting out initial drafts and thoughts I could potentially turn into better copy once refined.

Email Draft 1

SL: What did you do?

Preview Text: Is this you?

What is the first thing you did this morning?

Was your first action something that brings you closer to reaching your full potential?

Will it strengthen your body, making it more attractive to women and combat-ready?

Will it upgrade your knowledge, sharpen your skills or move you closer to your goal income?

Is every second, minute, and hour you spend each day...

Truly moving you towards your goals of becoming stronger in every area of life?

Or did you reach straight for your phone as soon as you woke up?

Wasting valuable time scrolling on social media while another man is overtaking you?

If that sounds like you, you **MUST** fix your subconscious mind.

[Here's how.](#)

Stop waiting for a miracle.

Bend the universe to your will with your own two hands.

Settle for anything less and your dream job and your future beautiful wife will be taken from you by the person who ACTS.

Email Draft 2

SL: You're being ENSLAVED

Preview Text: Here's how to break free

The same ideas are shoved down the throats of every man from the moment they're born.

Go to school.

Listen to your teachers.

Obey your parents.

Don't think, just follow.

But what are they telling you?

Will they lead you to a life of strength and freedom, never worrying about girls or money ever again?

They might have your best interests at heart but...

Do they even know how to get you there? Have *they* got what you want?

Listen.

If you want to become a man that WINS, you need to live the way a great man lives.

Think how they think. Do what they do. Believe what they believe.

[Discover the warrior mindset that has led me to countless victories and never let yourself down again...](#)

Or continue to live as the weakest version of yourself, at the mercy of others.

Email Draft 3

SL: Why you will NEVER reach my level right now...

Preview Text: And how to actually surpass me!

You rely on luck, to be *gifted* a good life.

I rely on my unbreakable mindset and the actions it brings forth.

You see, I'm aware that the only thing I can truly control is my mind.

The mind controls whether you indulge in mindless distractions all day and stay a loser...

Or stay consistent with your workouts and self-improvement,

Becoming a WINNER.

Constantly telling yourself you'll start being productive tomorrow,

Only to tell yourself the very same thing once tomorrow comes will get you nowhere and you know it.

If you were SOLELY focused on consistently improving...

You'd already have your dream body, your dream girl, the financial freedom, the charisma and the confidence that comes with it.

But to rid your mind of the distractions modern technology has surrounded you with...

[You need to reprogram your mind to only accept what will make you stronger.](#)

Email Draft 4

SL: One-Way Ticket to Success

Preview Text: What makes a man EXTREMELY powerful

All hyper-successful men have one thing in common.

And in this letter, I'll reveal a way you can instantly use it to achieve massive success like them.

It's something you may have already noticed:

These men create and follow a set of rules and stick to them like a religion.

You can't achieve an exceptional income, a chiseled body, or a beautiful girl head over heels for you...

If you're a lost soul, easily influenced by his surroundings.

You need DIRECTION.

[I follow a set of rules and beliefs that can turn anyone into strong, capable man that ONLY moves towards absolute VICTORY.](#)

Become the warrior that will carry the current you to the life you deeply desire.

Email Draft 5

SL: Mindset Hack To Become Invincible

Preview Text: Andrew Tate and David Goggins both do this...

Do you want to know why some men have an aura of invincibility to them?

It's due to a single trait iron-minded men like Andrew Tate and David Goggins share:

They know the power of self-hypnosis.

You must understand that every thought you think can either:

Push you towards a depressing 9-5 slave life,

Or a life of luxury and well-spent memories.

If you corrupt your brain with weak thoughts like:

"I'm depressed", "I'm tired", "I'll just do it tomorrow", "I can't"...

You'll limit your possibilities and struggle your entire life.

You need to do the opposite and reprogram your mind for success, however...

Undoing years of limiting beliefs isn't done overnight through normal means.

[That's why I'm sharing the self-hypnosis blueprint that gave me my warrior mentality.](#)

Allowing me to leave my bad habits in the past and achieve every goal I set within just a week.

Those who have control over their own mind will always reign victorious over those who don't.

Email Draft 6

SL: Your Discipline KILLER

Preview Text: This advice is why you can't improve

When you look in the mirror, what do you see?

Is it a man you respect?

Confident and ready to take on any obstacle that gets in the way of his goals?

A man with a head-turning physique that women deeply desire?

Or do you feel a sense of shame when you look yourself in the eye, knowing you should be doing more?

You know you *want* to become a man women want and other men envy.

But it's like your brain is working against you, pulling you towards porn and social media instead.

You've been told to ignore your urges and force yourself to work, but...

That's UNREALISTIC advice and it's the reason you're stuck. "Why?"

Your brain will crave easy tasks and simply shut down.

I offer you an alternative - a reprogramming method that turns your brain from enemy to ally.

You'll feel the joy and relief you get from procrastinating when being productive instead.

[Stop mental blocks and overcome your distractions with this reprogramming method.](#)

Email Draft 7

SL: Taking a break?

Preview Text: There's something I need to tell you...

Be honest.

How many times have you caught yourself taking “little breaks” when trying to stay focused?

You check your notifications.

Scroll through social media.

Watch pointless YouTube videos that don't move you closer to the ideal version of yourself.

Deep down you know you're wasting time.

And each time you think about the work you're not doing...

It just feeds your anxiety and makes you procrastinate even further.

I speak as if I know what it feels like because ***I do***.

I suffered from the exact same problem

And it was the biggest thing stopping me from achieving an invincible mindset and a god-like physique.

So I created a foolproof method to condition my mind to move ONLY toward my goals.

It rewires your brain and effortlessly switches your addictions with what will turn you into a man that respects himself, men look up to and women admire...

[Here's the 10 minute mechanism that gave me my unbreakable mindset.](#)

P.S. This isn't for everyone. If you're too lazy to invest 10 minutes of your day into improving or don't care about becoming stronger in life, ignore this offer.