

Who am I writing to? I am writing to people who are looking for dog training tips.

Where are they at right now? They subscribed to a free newsletter that will give them tips and how to have a better relationship with their dog.

Where do I want them to go? I want them to click on the link to learn more about the tips that are talked about in the email.

What are the steps I need to take them through to take them where I want them to go? I need to write about what they will learn inside the link and how it'll benefit them and their dog.

Subject Line: Here's 3 Tips On How To Have A Better Relationship With Your Dog

Hi (name),

If you subscribed to this newsletter, there must have been a good reason.. Is your dog spending every walk scanning for threats or pulling on his leash?

If he does, there is a reason why he's doing this.

It's either because he is a stressed-out pup or you are allowing him to pull on his leash by going wherever he is pulling the leash towards.

Remember that dogs do what works. So if he is continuing to pull on his leash it's not his fault but yours.

Now that doesn't mean you are doing a bad job, it's actually the opposite. You do what your dog wants you to do to make him feel loved. Now if that's not love I don't know what is.

But see, that's the problem. You can't always do what your dog wants you to do. You are the owner, not him.

In this email, you'll learn:

1. How to have ONLY enjoyable walks with your dog
2. How to train your dog yourself
3. How to build a better relationship with your companion

In his [lessons](#)

(company name) teaches you how to do these things.

- You'll learn how to stop the leash pulling by, when it happens, stop and go the **opposite** way of where your dog is pulling towards.
- You'll learn how to train your dog yourself with all the tips (company name) will give you
- You'll also learn how to build a better relationship with your dog with all the tips you'll have learned

You will be able to do all of that by checking out (company name) [lessons here](#).

With all the tips you'll learn in this course, you will simply have to continue doing them at home with your dog.

Usually, (company name) lessons are \$99.95 but **for a limited amount of time** they are..

\$49.95

For only \$49.95 you will have all those tips that will last you a lifetime. Even with your next dogs.

Grab the [life-changing lessons here](#) NOW to have a less stubborn companion and a better relationship with him **before the offer expires**.