

🤖 Personalization **\*\*CHALLENGE\*\***:

🔍 Find a prospect,

📝 Create a **\*\*very\*\*** personalised cold email for this prospect,

💰 Write them a free value unprompted and write 5 absolute killer fascinations with the following words that can be applied to the prospect:

✨ **\*\*Halcyon\*\*** – peaceful and calm period of time.

😬 **\*\*Enigma\*\*** – something that is mysterious or difficult to understand.

☀️ **\*\*Celestial\*\*** – relating to the sky or the heavens.

### **COLD EMAIL:**

Hello Lauren

I am reaching out to you as I have some family members who do not speak very good English and I need to help them.

After Looking at your website I was intrigued...

You seem to give great context about your history with being an English teacher, I can see how this builds trust with the reader.

I can see the struggles you and many other tutors have to go through to convince people that learning a new language isn't hard.

I understand.

A part of this I believe has to do with some of your Instagram Captions, I have come up with a couple of IG captions for you to test out.

They relate to the readers' pains/ desires of wanting to learn English, which would direct them to the link in the bio, to book a lesson with you two.

I have attached them below, have a read and let me know what you think of them, I have many more ideas I would love to share with you guys.

Thanks

Pierre

## FASCINATIONS:

1. How to no longer be the Enigma when learning English
2. The Celestial way of learning English
3. WARNING: This method of English will put you on a celestial path
4. The number one way to learn English so you can go back to the Halcyon days
5. The quickest way out of the Enigma path when it comes to learning English

## DIC

Don't be the enigma when it comes to learning English 🧠

Otherwise you might regret it.

You are most likely learning English wrong.

It's not about the resources you use to learn or the amount of tutorials you watch.

In reality, it will give you a sense of meaning and a clear goal for the future 📖 🧠

[Learn how you can Implement this way of learning English so you can have clearer goals in your English journey 🚀](#)

## PAS

WARNING: New method of English learning which will put you on a celestial path 📏 🧠

And allow you to explore new opportunities and goals.

Want to explore new opportunities of learning English 🖋️

Find better situations that will benefit your learning and allow you to learn and grow...

Unable to currently do so now, feeling hopeless and confused.

Like a worried animal to their owner.

There is hope

With this new way of learning and speaking English.

[\(LINK\) You can be put onto an English style celestial path and explore new opportunities 🚀](#)