Task: Write a VALUE email to strengthen trust with the reader

Goal of the email: To give away a lesson or food for thought as a value to the reader so that they anticipate and love to read all future emails.

Product (if any): Email Copy Camp

Market/niche: Email Copywriting

Ideal Client (Avatar):

Pain Points (Problems):

- Broke, little to no money
- Low self-confidence
- No skillset to offer

Desires:

- Want to make money online
- Be more productive
- Change their life for the better
- Live on their own terms

Email

Subject: What's lost was never yours - make sure what's left is.

Opening (Hook):

I know the truth is ugly, but it sets you free

So that you can move forward.

… … …

Body (Story):

Hey {first_name},

You know, there are two things

That you and I have in common.

One of them is…

The regrets of our past.

Cause, no matter how much we run from them,

They still chase us

Every single day…

And the ugly part is not that they hurt.

But that, they sometimes do not let us advance.

They do not allow us to believe,

That the future is bright.

I have personally struggled with regrets

Throughout my life.

Whether it's due to my low grades in class,

Or not making good money like everyone around me,

Or the opportunities I missed,

I have had my share of regrets to deal with - all my life.

But the one thing that kept me moving,

And I am sure it will make you too,

Is that…

I can never erase my past and write a new one.

I do not have the power to do so.

But what I do have the power to change…

Is the time that I still own,

And the opportunities that are still in my hands to avail.

And that was the other thing…

That you and I have in common.

The question is:

Are you willing to avail it?

Or let your past outrun this time, too?

Because no matter how hard it might sound to you.

The truth is…

You cannot change what you have already ruined,

But you can save what you can still ruin!

If you can see even the slightest light at the end of the tunnel,

Go get it.

Because that is what is going to help you outgrow your past.

And get over those regrets, for good…

And that was my message to you for today.

See you stronger on the other side.

Your biggest fan,

Saad

PS: I am organizing a 7-day Email Copy Camp for my list in which I teach you how to write winning sales emails, find and outreach to prospects, and land your first client in just seven days. If you think you can stick with me for seven days, just click here to have a look at it.