Who is the avatar?
Jacob, male, 32, works as a IT professional, not much of a geek, works at a firm, typical 9-5 monday to friday, he has always been introverted throughout his life, and because of that he has struggled to maintain long term relationships/girlfriend, he is feeling at the age where he should settle down for some one

Why is their current state painful?
Jacob hates to think about how lonely he gets at times, he feels like all his life that he has been isolated from girls he admired, especially in social settings, where he lacks self confidence, he stays up late at night wondering if he will ever be enough, he feels unwanted, he feels unable to socialise properly with girls he likes, he feels alone

Why is their dream state desirable?
Jacob wants to feel confident in himself, he wants to have a social charisma that makes girls come to him naturally, he wants to feel calm, not having to worry about his ability, he wants to have a strong connection with more girls, and he wants to look forward to having a deep connection with a girl of his dreams, he feels like he can feel fulfilled in his social/dating life

What is stopping them from achieving this?
Jacob is missing solid, personalised and practical advice, he is sick and tired of watching 8 minute youtube videos that give one off and “alpha male” advice

Product (remember: we are selling the transformation)
The product is a “dating- life” coaching business, specifically for males, that walks through people through their current issues in socialising, it also gives one on one guided conversation as well as inform the coachee about the ins-and-outs of female psychology

- The best way you can attract women (effortlessly)
- You cannot get your dream girl if your personality is missing tis (and it's NOT confidence)
- Confidence is a scam – Here is what women lie to you about “sexy men” PLUS the 3 steps to counteract these
- Do this and women will be staring at you as you walk down the street
- The Julius Caesar method of making girls fight over you
- You cannot attract girls being an introvert, right? WRONG! Here is how you can take advantage of your existing personality and transform yourself into a date making MACHINE
- What do women look at when they find a guy attractive?
- Don’t make her feel positive. The “anti” attraction method that makes girls CRAVE your attention
- Next time you're with a girl, say this (half truth) about yourself to make her interested…
- When not being an alpha ~~can~~ WILL make women see you as their next partner
- What NEVER to say to girls if you want to build a deep connection
- 5 personality types that women CANNOT resist (introverts included)
- Are you tired of feeling unwanted while talking with girls? Use these 3 steps to (literally) flip the script and make them WANT YOU more than ever
- This is the one trait that all men have, that makes women go crazy for them (but guys NEVER use!)
- The single most effective confidence hack that will make women see you in a new (sexy) light…

Welcome sequence: lead magnet into low ticket and brand enthusiasm

Email one: Introduction and tease

Subject line: **Imagine if I just set you up on a date… (Here's what you asked for!)**

Once you read this…

You will have what it truly takes to drive attraction towards women. And have the ONE women that is always there for you

Plain and simple. Here it is → FREE ebook "The truth about dating women"

However,

(and this is a big however)

Reading is not enough.

You need practical advice, phrases and mindsets that you can use.

Don't worry, I get it.

That's why tomorrow…

I'll tell you a short story about my "The best dating advice (guys NEVER use)"

Same place. Same time.

I've compiled the most common mistakes guys make with their dream girls,

And point out how you can EASILY prevent this.

(*and, for the worst case scenario, how you can recover from them and still look smooth*)

Anyways. You've got some reading to do.

Tomorrow. I'll be here!

Take care! <coach name>

Email two: Introduce brand, shift some beliefs, value email

Subject line: **The best dating advice (guys NEVER use) PLUS how to use it**

Now my dating life may be a bit more embarrassing than yours…

But my dating phase was the foundation of what I'm about to teach you.

Imagine a younger me; 24 years old, short scruffy brown hair, always wearing sneakers.

I would have been an amazing romancer,

if life was a 2001 disney highschool movie.

I remember this one time, I was into this cute, blonde girl.

The one that studies well at uni, loud with her friends but shy around new people.

Short, petite nose, deep glistening brown eyes.

You get the jist ;)

Now, I was sick and tired of watching these dumb youtube videos that tell you:

"*Be an alpha, that'll win her over. Rahh!"* - said some lonely guy into a camera.

And decided that this time,

I'm just going to do something I had never done before.

It's that one trick every girls *literally* tells you to do,

But we never believed them.

Well, 2 months (and 1 date) later,

I found out I should have done it all along.

What is this dating life changing, confidence gaining, awe inspiring trick?

Be yourself

Yes.
It was that easy all along.

I didn't even have to fix my scruffy hair to make *her* ask *me* on a date.

Not to mention, how effortlessly charismatic I became.

I mean, it felt like I finished a hike *around the earth* and took off a 40 lbs sack

There was no pressure to "be an alpha" or "assert my masculinity."

But, there is a lot to unpack when it comes to *being yourself*.

I do admit, it's not as easy as it sounds.

That's why in my academy, I teach all of my clients,

Every single one,

How they can use what *they've already got* to become insanely attractive to women.

Now, don't worry! I know this may be too much. That's why you can expect a new email that'll let you in on the simple secret to truly being yourself.

This time tomorrow.

Same place. Same time

Take care!

Email three: Pure value email, gives reader knowledge

Subject line: **THIS is what women mean when they say “just be yourself”**

This phrase…

I’m pretty sure it's the second out of 8 wonders of the world.

“Just. Be. Yourself.”

For a while this piece of advice made no sense, until a small interaction changed my dating life.

It was one of the most interesting, yet dumb founded methods of female attraction.

It’s not pretending to be the best version of yourself.

But it still attracts lump sums of women simply by your core self esteem.

Don’t worry if this doesn’t make sense, because…

You can click here to watch my analysis on the 15 second interaction that RUPTURED my beliefs about how women see men PLUS how you can use this advice TODAY!

P.S In that video, I found out why learning from women is an HUG mistake - Tomorrow I’ll send you an email about how you can learn how to effortlessly make women dream about you.

Same place. Same time.

Take care!

Email four: Sales email, build intrigue about coaching and drive to sales page

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Subject Line: **Dating: Female psychology**

If you want to attract a woman, you should learn from a woman right?

WRONG!

You don't learn about what ginger bread tastes like from a gingerbread man, do you?

(*if so, please let me know. I'm very interested in what he'll say*)

You need to learn from the baker himself.

Because the "baker" has the psychology about gingerbread's taste.

This is actually the reason why women fall in love with the bad boy.

They don't listen to what women say, they know this:

It only takes using psychology to stack girls like bread.

(I didn't mention the baker for no reason).

Most men never think of this.

That's why they are forever lost and lonely.

But the small few who know, even just a *little* bit,

NEVER worry about making a girl chase him again.

discover the step by step process on making ENDLESS women chase *you* without barely trying (You only need to know steps 1 and 2 to have a better dating life)

P.S. I'm not talking about "double text" girls chasing you. I'm talking "One Direction running for their life from fangirls " chasing you. Once you see what I've put out, you'll get what I mean.

Objective
By end of copy, they should be excited to opt in and purchase

Avatar situation
They're in their email box, spontaneously looks at this email
What do they need to feel?
Some new knowledge, that they're missing out if they don't opt in, and are getting a bargain/excited to opt in

Email five: sales email, upselling previous course, agitating pain to drive to sales page

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Subject line: **Read this if you are missing out on girls…**

You turn the lights on in your dim apartment.

Tired from a long day, worn out by the fact that girls seem to never care.

You feel that choking sensation in your neck,

when you realise that you've never had a long term relationship.

Then you think, for a second…

Am I going to be in this same position, this time next year?

If you thought yes and felt the gravity of guilt in your heart…

Then stop what you're doing. Here's what you need to do next.

You know that deep down inside…

You have the potential to become a captivating, confident, and attractive person with some effort on self-improvement.

You know, the kind of person who turns heads and makes hearts skip a beat, like a magnet drawing in iron shavings.

And feels excited that this time next year, he's going to have double the women in your inbox.

Can you *genuinely* imagine that?

Good.

You haven't even *looked* at **my course**, and you've completed 2 out of the 3 steps to success.

Since you've made it this far, we both know you're worthy.

I've taken 20% off **my dating course** this week just to get you closer to your new life.

Or instead, this time next year you can look back and regret not even trying.

Your call.

Objective
End of copy, they should feel a little bad, but happy if they click to opt in
Avatar situation
Looking through inbox, sees this email, remembers last email (when he didn't decide to open), feels like they should give it another go, intrigued by further potential/value
What do they need to feel?
Building on previous knowledge, feels like the only answer to painstate/dream state is on the other side of the email, feel a big guilty/sorry for themselves, but also hopeful about their potential