

Where the reader is currently:

They want to learn how to box and start training, they've seen a few videos of the client on YouTube teaching boxing tips.

They signed up to the email list to get a free boxing workout PDF, they've opened a few emails and now they're opening this email.

The purpose of this email is to direct them to a free boxing tutorial on how to throw the perfect punch on his website, which will eventually lead them down a funnel to buy a boxing drills course.

Subject Line: This rookie boxing mistake might get you KO'd

"I really want to start training but I wouldn't even know where to start, and I don't want to practise the wrong technique."

If this sounds like you, mate...

STOP.

Because you might get **seriously hurt**.

I see a lot of this in my comments.

Maybe you don't know where to start.

Maybe there are no good gyms or coaches in your area.

Or maybe you simply just don't feel confident in your ability yet.

I used to feel the exact same and had major anxiety before I sparred with anyone.

I was terrified of getting hurt.

But most of all, I was afraid of embarrassing myself.

However, I soon went from thinking like that and feeling unconfident whenever I put gloves on...

To DOMINATING in sparring in a short space of time.

Because of one specific reason.

It wasn't because I'm any different than you, or that I trained harder, or used some fancy and overpriced equipment.

It was down to knowing the correct **technique**.

Before, I was training as hard and as often as I could.

But I was practising the wrong technique, which actually ingrained BAD habits over time.

That's why having the correct knowledge is crucial.

It can be the difference between landing a shot or eating one.

A few examples of common mistakes a lot of beginners make are:

- Telegraphing the jab
- Not protecting the chin
- Poor balance when throwing punches
- Throwing arm punches

Once you know how to drill these CORRECTLY,

The game becomes easy.

Then the hard part is just the training.

But if you're not willing to put in just a little work, I'd suggest boxing is perhaps not for you.

However, if you're interested in learning more about the sport of boxing and how to get better.

I've got a free mini-video course you can access that shows you how to correct your punching form called "Perfect Your Punch".

This can be done at home or even at your local gym.

[Just click here to get access now!](#)

Another email idea:

Subject Line: Why you'll get worse the more you practise

Sometimes, the more you practise, the worse you get.

Why you're getting worse in training