

Avatar: John is a 30-year-old pretty rich dude, he has a family and a steady high-paying job, but he lacks energy throughout his day.

He read something saying ice baths can help with this type of problem, so he read a few blog posts and signed up for the email list of <client's company> to learn more about how ice baths can help him.

The only problem is that <client's company> released very few emails on the topic of ice baths, and mostly just promotional emails with discounts in them.

Over time John lost interest in ice baths but never unsubscribed from the list, he just stopped opening the emails completely.

His situation sucks because he still has a glaring problem with his energy levels, and so he has little time for his wife & kids.

The dream state is for him to have enough energy to balance work and life successfully without falling asleep at 6 pm.

Email 1 General email to the whole list (setting expectations and bribing)

SL: How to conquer any physical/mental struggle.

First things first, I want to apologise...

I understand that the emails from me have been slow, but this is due to change as of today.

Throughout 2023 I plan to lay out all my knowledge of using ice baths to essentially destroy any physical or mental problems you may face.

I won't share too much today, but if you are still on the journey to becoming the best possible version of yourself in 2023...

And make sure you keep an eye out for some of my emails in the future,

One of them may even have an X% discount on all products inside it. 😊

P.S: For me to really be able to help you, I need to know what you are using ice baths for,

Whether it's for stress, Sports performance (and which sport), mental health etc.

Simply reply to this email with your preferred choice, and I will make sure it will be worth your while.

Talk soon,

Email 2, specific pain points for each problem. (+ the bribe)

SL: SNAP energy into existence every single day. (without coffee)

Do you feel overworked, with no time for your family...

And think there's no way out?

Day after day you face a mountain of work that is duller than watching paint dry,

And you barely get a chance to catch your breath.

All you want to do when you get home is eat and sleep,

Despite the growing distance between you and your kids...

Who never get to see you.

"You never have time to play with us dad."

What if this cycle continued for the next 10 years?

If you're fed up with running on this 'hamster wheel',

Reply back with "yes" and finally break free,

So you can start building memories with your loved ones.

Oh and I almost forgot, Below is your X% discount on all products to get you back on track to feeling more energised.

<discount>

Talk soon,

<client name>

Email 3, DIC to get more attention to the bribe and more value.

SL: Tiredness is not an illness.

A lot of people think being tired is permanent.

And there's little they can do to treat the symptoms.

But weariness is not a disease that comes from the sky...

It is something that can be taken care of easily, and shouldn't 'haunt' anyone.

You can **choose** to eliminate it quickly,

And start having the energy to spend time with your friends and family,

Going out to the park with the kids,

Sharing stories with your friends in the bar.

All while being unphased by the amount of work from your job.

Or...

Remain someone who is extremely exhausted. With very little time to see their loved ones,

Reminiscing of the days they used to drink and laugh their friends,

Being buried under a mountain of work that keeps getting bigger.

If the second option sounds miserable...

The first step to avoiding that reality is the link below.

The choice is yours.

<link to the blog post/Twitter account>

Email 4, Up the bribe and provides even more value with a value HSO.

(based on a Reddit story)

SL: How I conquered tiredness. (+how you can too)

I couldn't live like a robot anymore...

My job has always been exhausting, with constant tsunamis of work slapping me in the face.

Co-workers who felt like robots, constantly avoiding human interaction as much as possible.

And to top it all off, the coffee machine was dreadful, spitting out garbage even a dog wouldn't eat.

But that was just how work was and it became normal day-to-day life.

The day was for work, and the evening was time for my family,

My Passion of riding motorcycles in the cold evening,

And time to laugh and drink with friends in bars.

My life seemed great, until my workplace started demanding 5x more work from employees.

MORE and FASTER was the new normal, and anyone who was caught slacking...

was OUT.

And in a struggling economy, you have to comply due to the pay and stability of the job.

As the shackles of my workplace grew heavier and heavier, I started to become a work-robot too.

By the time I got home, there was nothing I wanted to do more than eat a warm dinner, and just sleep.

I was trapped in an infinite (and cliché) cycle of work, eat, sleep, repeat.

I couldn't live like this anymore, and in every spare minute I had, I was researching a solution,

After hours of desperately searching, I came across a rogue article talking about a remedy for low-energy.

I thought that surely it was fake.

But Eventually, I gave in.

and despite every corner of my body telling me not to try it out...

My body felt amazing.

And I felt like time itself reversed and I harnessed the energy I once had when I was a child. I was fully invested.

And if you are in a similar situation, and want to find out exactly how I solved my problem...

Click below, and see for yourself this "almost magic" fix.

<link to blog/Twitter>

Email 5, last chance email, let them know it's the end of the road if action isn't taken, up the bribe one last time and remove them from the list if no action is taken. Can be used for everyone.

SL: Saying goodbye.

Hello, <name>

I am reaching out one last time to let you know that in 72 hours I will be removing you from our community,

Although massive improvements are coming very soon, I am not sure you are connected to our mission..

But in the event that you want to stay in touch with us, I want to offer you an increased discount of X% on all products,

So that you can kick-start your journey into 2023 by becoming the best you.

But to make sure that you receive all of my knowledge regarding using ice baths to heal your body & mind,

And becoming a version of yourself that others will only dream about...

Reply to this email with a simple "yes", and I will make sure it is worth your while.

But If you are no longer interested in <insert dream state>, I won't give you the cold shoulder.

Talk soon,

<client name>