

Subject line: From **Ljubljana** to **Seattle** and the **Invigorating** Journey to Success

I bet that **silver YouTube** play button looks nice on the wall!

Hey Luka,

Building **2** successful gyms in **2** different countries from scratch is a **Herculean** achievement that rivals **Hercules** himself.

You are **very good** at what you do.

That being said,

I **noticed** on your website <https://lukahocevar.com/>, you don't have any kind of **email sign-up**.

Imagine I'm a personal trainer really **eager** to learn more about how to make my **clients happy** and **fulfilled**, I search and find **your website**, and read about your **story**, learn of your **success** and what **you** have done for just **some** of your **existing clients**.

But!

I just need **something** to give me that **push** to **purchase**, maybe a **little more** information on how **your courses** are going to directly benefit **me**.

Sophisticated 5-part email sequence,

Email 1: Attract attention and curiosity with a **free offer** of some sort, (like a free e-book) to pique **interest** and **curiosity**,

Email 2: This email is where they get to know **you** as the **Guru** and the **brand**.

Email 3: This is what we call the **pure value** email, in which a **specific insight** into 1 of your customer's **roadblocks** is given.

Email 4: This is to drive the **newly educated** and **excited** reader to go to **your sales page**.

With all the **new information** and **knowledge** discovered from the last email.

They will **no longer** need that **push**.

They will **just Purchase!**

But!

If they **do** need that **extra** push.

Email 5: This last email is **specifically designed** to do just that, with **affirmation** that **your brand** is the **best** choice they can make.

You could even add an **extra** email for **news** and **events** that you put on, and to advertise your **Gyms**, so not only will it **drive new customers online**, but It will also attract **new attention** to your **physical businesses**, resulting in **further growth** and **value** of **both sides** of your business.

I have a whole **host of ideas**, let me know if this is of **interest** to **you**.

Kind regards,

Joe Smyth