

1. Give us the whole context:

I am working with my client, using the CONQUEST PLANNER from the Agoge Program to develop a winning strategy. I've been creating checkpoints, and currently, I'm at the stage of creating reels for his social media to generate leads for his website. These leads will ideally purchase products from his cosmetic brand, Saint Alchemy, affiliate products, and his 1:1 coaching service, the "Metabolic Reboot Program." Here is my [CONQUEST PLANNER](#) with checkpoints and corresponding tasks.

My plan right now is to create video scripts for my client to gain a larger audience and build trust and certainty so I can promote mid-ticket offers like the 1:1 coaching service more effectively. However, due to having extra time, I already wanted to take some time crafting the welcome sequence. This is what I did now and I'm setting my first draft here into play.

2. Tell us about the avatar:

[Market Research – Kelly's Target Audience](#)

My avatar, male or female, aged 20 to 50, seeks to reverse aging, prevent diseases, and boost vitality naturally through a holistic approach. They are wary of quick fixes and gimmick hacks.

3. Market and customer sophistication, based on the diagrams:

Stage 3-4 market sophistication - My market is tired of all the claims. I need to lead with a unique mechanism or an improved version of an existing one.

4. What type of business/niche are we talking about?

We are discussing the holistic health and wellness niche, combined with ancestral wisdom. This targets individuals aged 20 to 50 who want to prevent and reverse health issues to enhance vitality and longevity through natural, enduring solutions, avoiding quick fixes, and fad diets.

5. Tell us what product your client sells:

My client sells a 1:1 coaching service called the "Metabolic Reboot Program." It's designed for people seeking lasting health solutions through a holistic approach, abandoning quick fixes and gimmick hacks.

6. To send a link to the client's website and social media accounts:

[Instagram](#) and [Website](#)

7. Tell us what your client has tried before (why did it work/why didn't it work?):

IG posts:

My client hasn't tried much and is inactive, posting occasionally on IG. This approach hasn't worked because the content isn't exciting or attention-grabbing, and posting is irregular.

8. Tell us every measurable metric the client's gotten somewhat recently:

/

9. Tell us what his current revenue is:

Occasionally a couple of hundred dollars when he gets a client or sells affiliate products.

10. Tell us the source of your client's attention (with numbers for attention):

Primarily social media, specifically Instagram.

11. Do 100 pushups/situps/squats:

<https://vimeo.com/manage/videos/952867532>

WINNERS WRITING PROCESS:


TYPE OF BUSINESS:

A holistic health coach who helps people struggling with their health through a holistic approach.

BUSINESS OBJECTIVE: Introduce myself, gain credibility -> elevate trust levels, and share what this email list is all about

1) WHO AM I TALKING TO?

I'm talking to men and women, 20-50 years old, looking to reverse aging, boost vitality, and prevent diseases - all naturally with a holistic approach

- Market research:  Market Research – Kelly's Target Audience

2) WHERE ARE THEY NOW?

They've opted-in for my emails ->

Received the 1st email in their inbox

- Market awareness: Level 3 - solution aware -> they've tried a bunch of shit out in the past, nothing seemed to work. Know that a holistic approach and guidance is key. But are skeptical if I can provide lasting results
- Market sophistication: Stage 4 -> Lead with bigger, better, unique mechanisms

Current State:

- Feeling: Hopeless, frustrated, depressed
- Physical: Overweight, wrinkles, skin issues, low energy
- Fears: Aging, disease, declining health
- Frustrations: Ineffective solutions, worsening health
- Insecurity: Appearance-based (wrinkles, acne, weight)
- Beliefs: Health problems are normal with age, solutions haven't worked

Dream State:

- Feeling: Happy, confident, energetic, positive
- Physical: Ideal body (toned for men, youthful for women), clear skin, high vitality
- Desires: Increased sex drive, self-confidence, partner/social validation

Have They Tried to Solve the Problem?

- Yes, through various programs, diets, and hacks
- Believe past solutions failed them, not their own commitment

Thresholds (1-10):

- Cost: (Depends on perceived value) Likely 5-8. Willing to invest for significant results.
- Certainty: 8-10. Crave guaranteed results and avoid wasting time/money.
- Trust: 7-9. Skeptical of industry (conventional medicine, big brands) but open to credible sources.

Starting Levels (1-10):

- Desire/Pain: 4. Highly motivated to improve health and appearance, addressing insecurities.
- Certainty: 3. Doubtful past solutions have led to skepticism.
- Trust: 2. Low trust in current industry solutions.

3) WHAT DO I WANT THEM TO DO?

Click the email.

Stay hooked to the email

Read it

Stay tuned for future emails

4) WHAT DO THEY NEED TO SEE/FEEL/EXPERIENCE TO DO THOSE THINGS?

- CLICK THE EMAIL
 - i) Freebie teaser (benefit) + emojis
- STAY HOOKED TO THE EMAIL
 - i) 1-2 pattern interrupts -> increase trust levels
 - ii) Energetic liner -> newness
- READ IT
 - i) Welcome liner
 - ii) Expands upon headline
 - iii) Pattern interrupt to keep reader hooked
 - iv) Action button for lead magnet
 - v) Shares insights about newsletter + reminds reader to add him to his email contacts to Not miss out -> FOMO

- vi) About him overall -> increases trust levels
(Pattern interrupt)
- vii) About his health background -> increases trust levels
(Pattern interrupt)
- viii) About his learning and studying background -> increases trust and certainty levels
(Pattern interrupt)
- ix) Shares his current dream state and shares products/services he got to offer
- x) Hopes reader finds value in newsletter
- x) If current state is really shit -> join [service]

Reader's roadblocks and solutions/mechanisms (Not needed for this particular email)

- **Roadblocks:**
Previous solutions were unsustainable and focused on quick fixes.
- **Solutions/Mechanisms:**
1:1 coaching with a holistic approach to health allows for sustainable healing and provides accountability, avoiding quick fixes and gimmick hacks.

Personal analysis of the copy's weaknesses and improvements:

- The headline is probably weak and could be more suitable for stage 4 market sophistication. However, I decided to stick with this headline because the top player used it (I have attached the top player's copy at the bottom).
- The "special gift" is likely a scam. Sure, it's all a tactic to keep them hooked and it might work, but they will probably be disappointed with just 10% off, which will decrease trust.
- It may seem like this email is chaotic, with a bunch of stuff. (This is modeled after the top player's style—look at the bottom.)
- Disclaimer: The entire email isn't completely finished, as you can see, because I haven't received all the information from my client yet. However, these sections won't look entirely different from those of the top players

EMAIL:

Welcome to the Email Tribe ☀️

Hey there, It's Kelly Lambert.

I am a metabolic health coach, nutritional therapist, and a creature of light 🌅

I'm glad you joined my private email tribe to help you on this health journey!

Your inbox will not only be blessed with free esoteric health advice...

But also with the latest tools and methods that add to your vitality!

[Something positive -> e.g. warming welcome picture of you in the sun spreading arms]

By the way, at the end of the email, **a special welcome gift awaits you** with a discount on ALL products on my website!

But before we get into that...

I want to share what you can expect inside my tribe!

Just about every week I write about...

...natural anti-aging hacks big beauty hides from you, how to heal skin issues, metabolic health optimization, gut health & microbiome, sleep hygiene, ancestral nutrition, energy-boosting secrets, how to prevent diseases...

And much, much more...

(*Add me to your email contacts to make sure you get all of this stuff!)

[Picture]

[About Kelly's health background -> increase trust levels]

[Picture]

[About Kelly's learning background -> increase trust and certainty levels]

[Picture]

But now as promised...

Here's your special welcome gift...

Because you've joined my exclusive email tribe...

I wanted to welcome you with a discount code only email members have access to:

WELCOME10

Use this code on [my website](#) when checking out to get 10% off on all products!!

Enjoy!

To the best of your health and vitality,



Kelly Lambert

Holistic Lifestyle Coach | Certified Nutritional Therapist

Here is the copy I have modeled from top players:

<https://acrobat.adobe.com/id/urn:aaid:sc:EU:c25ec960-2260-4fe4-a701-fed93557468f>

<https://acrobat.adobe.com/id/urn:aaid:sc:EU:ba0f304c-c7df-41cf-8b44-a777514ef499>