

Context - these are some cool personality based nurturing emails using storytelling - from a Study abroad consultancy to their email list. The audience are students who are planning to study abroad.

Sample - 1

Subject: Secrets To Make Your Study Abroad Application Stand Out 🎯

Preheader - Ready to make your study abroad application unforgettable?

Body-

[First Name]....., Sshh.... 🤫

I'll tell you a secret..

Come Closer...

Closerrr....

Mooore....

Ah TOOO MUCH!

BACK OFF a lil.

Yeah that's good.

SOO,

You wanna stand out from all the other chicks and dudes applying for your dream college huh?



You're at the right place. 🕶️

You see...

The secret to standing out from the crowd is not just about grades, it's about showing your unique personality, passions, and potential.

Let's be real.... admissions committees are looking for more than *just* academic numbers.

They want to see who *you* are beyond the classroom.

Hence....Here's how you can make your application shine-

1. **Be authentic in your personal statement:**

Think of this as your moment to tell your story.

What drives you?

What challenges have you overcome?

This is your chance to show the admissions committee the real you.

2. **Show leadership and initiative:**

Whether it's leading a club, starting a project, or simply stepping up in your community... Universities love students who can take charge and create change.

3. **Get involved:** Volunteering, internships, and extra-curricular activities can all make a big difference. Choose opportunities that align with your goals and show a commitment to making an impact.

4. **Don't forget your recommendations:** The right letter of recommendation can offer insights into your character that numbers can't capture.

Find someone who truly knows you and can speak to your strengths.

5. **Go beyond the grades:** Apply to a mix of schools that fit your goals and interests. It's all about finding the right match, not just the most competitive one.

Still unsure about how to pull all of this together? Let's chat!

Book a call with me, I'll help you craft a strategy that'll make your application *unforgettable*.

(And don't worry, I won't ask you to 'Sush' this time)

 **Schedule Your Call Now**

PS: Got a burning question about your application or need advice on standing out? Hit reply and let me know, I might feature the best ones in my next email! 😊

Cheers,
Bhavika,
Your Study Abroad Mentor

Sample - 2

Headline:

Struggling to Convince Your Parents? Here's Your Game Plan!

Preheader:

Turn their "No" into a confident "Yes" with these simple tips.

Body:

Last week, I was on a call with a student.

We exchanged the usual greetings,

But then,

She sighed dramatically and said-

“My parents think I’m delusional for wanting to study abroad!”

I laughed nervously (mini panic attack incoming)

And asked, *“Why would they say that?”*

Her reply?

“They think it’s too expensive, too risky, and honestly, they’re worried I’ll forget how to make Dal.”

uh! 🙄

Dal? Seriously 🤔?

well.....Honestly,

The truth is - Parents are the OG dreamers for their kids,

but when it comes to studying abroad, it’s like you’ve just told them you’re moving to Mars.

But don’t worry...

Here’s how you can tackle it (without starting World War III at home):

1. **Speak Their Language:** Not English. Not Hindi. ROI. Show them how studying abroad = a solid investment for your career (and maybe better “marriage prospects” if that’s their thing).
2. **Reassure Them About Safety:** Talk about how universities provide housing, mentors, and resources to support students (and how you’ll still call home every day).
3. **Plan Finances Like a Boss:** Research scholarships, loans, and part-time jobs so they know you’ve got this covered.
4. **Involve Them:** Ask for their opinion on your university or course shortlist. Trust me, nothing wins them over like making them feel like co-pilots on your journey.

At the end of the day, parents want one thing, your happiness and security.

You just have to help them see how studying abroad isn’t a risk—it’s a leap towards something amazing.

Want to prepare for this big convo or get resources to convince them?

👉 **Book Your Free Call Now**

PS: Got your own “Abba Nahi Manenge” story? Hit reply—I’d love to hear it (and maybe share it anonymously with others)!

Your Study Abroad Mentor,
Bhavika Raj

Sample - 3

Subject Line: Must bring these 5 Items to the Airport ✈️

Preheader: Avoid later airport drama with this checklist.

I was sitting on my laptop creating a checklist for students’ flights and Suddenly..!,

I hear a sound...

“Tring tring! Tring tring!”

Oh that’s my phone. 😊

It was a call from a student who was about to take off for London (recently got into the university for his degree).

I flicked my wrist and checked my watch.

“Hmm, he should be on board by now.” I muttered.

And receive the call...

“Yeah..”

I say, with a proud smirk on my face (excited to hear the good news.)

“Hello sir...” He responds in a trembling voice.

“Sir, I forgot my visa copy at home... Can I show them a photo?”

What !

oh dear 🙄

Well you CAN’T!!

(huh.. So much for a good news :')

And right there his amazing London trip turned into a messed up airport drama.

My Dear Short Term Memory Lost Mimansha, Visa is the one thing you **MUST NOT EVER FORGET WHILE ONBOARDING YOUR FLIGHT!**

And before you end up sweating at immigration, here's a must-have checklist -

- ✓ Passport, visa, admission letter (make 2 copies of each!)
- ✓ Forex card and emergency cash
- ✓ International sim card (or set up roaming)
- ✓ Power adapters (your phone deserves better)
- ✓ Prescription meds (with a doctor's note!)

These are just 5 of many important things you must take care of before onboarding,

OR....

If you take care of just one thing *before* everything else,
Everything can be sorted smoothly and automatically.... 🤖

Oh You know what I'm talking about, don't you ? *I rub my hands with an evil smile...*

And While whistling a random 'happy dog tune',

I tilt my face on the other side, looking up,

Put my one hand into my trouser pockets,

And with the other hand gently slid a note to you on the table, written -

'Book Your Free Consultation Call Today - XXX XXX XXX'



Bhavika Raj,
Your Study Abroad mentor,

Sample - 4

Subject line: Will Recession Destroy Your Study Abroad Dream?

Preheader: Find out how a looming recession could work in your favor—if you act fast!

Last evening, I was at my usual chai tapri, eavesdropping (don't judge me!) on two uncles debating the recession.

They were throwing around words like,

“ECONOMY SLOWDOWN”

And

“RUPEE DEPRECIATION,”

And all I could think was *“How does this impact my students planning for Fall 2026?”*

AND that's when!.... It hit me!

“Recessions aren't all Bad News”. (with an evil smile)

Yes! In fact, they can open up massive opportunities for students like you [First Name]!

Let me explain.

During slowdowns, universities compete harder for international talent.

Scholarships go up (some by as much as 20%),

Banks lower loan interest rates,

And currency shifts can mean big savings if you time things right. Basically, it's like a discount season for your dream abroad plans.

And here's where it gets interesting:

- **Scholarships Galore:** France, Germany, and Canada are practically rolling out red carpets with funding opportunities.

Ever heard of *discount education*? Well, now you have!

- **Smart Currency Timing:** That chai cost me ₹15 this week, but what if I'd waited till the INR rallied? Same logic for your tuition payments.

Timing = Savings.

- **Cheaper Loans = More Chai Money:** Indian banks often cut education loan rates during recessions.

Trust me, every paisa saved is a "Wah Taj" moment.

Curious about how to make these moves work for you?

Let's chat!

👉 Book a Call With Me Now

P.S. Don't wait till everyone figures this out. Scholarships and funding have limited spots—let's get you ahead of the pack!

Chai-fueled cheers,

Bhavika

Your Study Abroad Mentor

