

**FOR YOUR INFORMATION:** This is Free Value for a prospect. She has no newsletter, so I'm pitching her one. I'm not a kid that pitches a newsletter to every prospect; this is the only way I can help her business.

(Copy at the bottom)

## **100 PUSH UPS**

### **Who am I talking to? Who is reading this copy?**

#### **Target Audience:**

The target audience is women who feel stuck or frustrated in their love lives.

These women experience a sense of hopelessness, and believe that love is elusive or not meant for them. The audience is open to seeking guidance and is willing to invest time and effort in overcoming their challenges to find love.

#### **Avatar:**

Emily, a 32-year-old professional woman who has achieved success in her career but finds herself feeling stuck and unfulfilled in her love life. Despite her accomplishments, Emily experiences a sense of frustration and believes that love may be out of reach for her. She desires a deep and meaningful connection but struggles with unconscious beliefs and limiting behaviors that hinder her romantic endeavors. Emily is looking for a solution to break through these roadblocks and create a realistic dating strategy that aligns with her values. She wants to feel empowered, safe, and confident in her pursuit of love. Emily is open-minded, proactive, and ready to invest in a private intensive breakthrough session with a dating coach who can provide the guidance and support she needs to manifest the relationship she truly desires.

## **Where are they now? Where are they emotionally in the funnel?**

Emily is positioned in the consideration stage emotionally, actively considering and evaluating the dating coaching service as a solution to her love life challenges. She is seeking assurance, guidance, and a path forward, making her engaged and interested in the marketing funnel.

## **What is the objective of the copy?**

Email #1 - To tell the reader what they should be expecting in future emails (to get them curious/waiting for the next email).

Email #2 - Hero Journey - How she was in a terrible situation (the readers situation) - to now in her dream state.

Missing out what took her on this process to spark curiosity to drive the reader to the prospects landing page.

## **What are the steps I need to take them through?**

Email #1 - Tap into their desires within listing out what I'll help them with - build an extra bit of authority with how the prospects been in their situation - build curiosity and leave

them waiting for the next email by telling them the prospect will give them tips on their  
**biggest problem**

Email #2 - Tap into their pains within the first half (How the prospect has been in the  
readers situation)

Tap into desires within the second half (How the prospect went from THEIR situation to  
THEIR dream state)

Missing out the middle (what allowed the prospect to achieve this).

Then creating curiosity by telling the readers how the prospect will show them how to do  
the same.

## **COPY ANALYSIS**

**Weaknesses:** I see how the SL on Email #2 may come off a bit weird - however I do think it could potentially spark good curiosity, let me know what you think? The SL on Email #1 is weak - no curiosity or desire to find out what's inside, however, I'm not sure what else to put. I could do with adding another email - providing some great tips as email number 2 (moving current email number 2 to email #3) - to create that extra authority.

**How It can be improved:** I may need to do some work on subject lines, analyzing successful emails with high open rates, breaking down the subject lines, then implementing them into my emails. Secondly just to add in another email as I said above.

**COPY ↓**

**Email 1:**

SL: Hey, let's get started!

Hey, I'm Karin!

I wanted to say hello and give you a very warm welcome to my email list.

I'm here to...

1 - Prepare you for your soulmate (he's out there I promise 😊)

2 - Show you that you are worthy of love (no matter the situation you're in).

3 - Teach you the lessons that allowed me to escape a 10 year struggle with love, and the lessons I learnt after I fell into a long-term relationship with a narcissist where I was **constantly** gaslighted (I'm now happily married to a man with a beautiful heart).

Every so often I'll provide you with how-to's and tips to stop feeling as if love isn't for you.

Until then, stay on your toes!

P.S. Here is my course on how to protect your energy and inspire a guy to treat you like a queen. I used to charge \$197 for it, but I want you to have it for half the price as a free surprise gift for signing up.

(Also, it's provided with a 100% \*no questions asked\* money back guarantee).

[Click Here](#)

Love, Karin.

**Email 2:**

Subject Line: Self-worth issues => loving husband

Hey, Karin here!

My own love story wasn't always so easy. I had trust issues, self-esteem & self-worth issues, limiting beliefs, a fear of vulnerability... you name it.

Humble brag... I now have a husband and a beautiful daughter.

But I used to be trapped in a terrible toxic relationship.  
Here's my story:

My parents separated when I was nine years old, I was raped when I was 19 years old, and I fell in a long-term relationship with a narcissist where I was constantly gaslighted. Perhaps you've had some of the same kind of trauma in your life.

On the outskirts of these experiences, I remember scrolling through my feed on social media and stumbling upon engagement photos of childhood friends, seeing other couples engrossed in happiness and laughter, and witnessing couples working out together... everything instantly drew my attention to how my mental issues would never leave my side.

At least, I was wired to think so at the time.

Today, I'm happily married to a wonderful man with a beautiful \*caring\* heart. My husband, who is handsome, intelligent, and my biggest fan, allows me to feel 100% confident in myself and comfortable with **all** my flaws.

Together we have the sweetest little daughter, one dog, and a beautiful house surrounded by forest and animals.

And, after everything, this gives me a feeling of peace, safety, and freedom. I sometimes can't believe I went from fantasizing over others' love lives and having a swirling thought I'll be single for the rest of my life, to being a part of a loving family.

And I want to show you how **you** can do the same.

(Hint - it involves a loving, closer inspection of those self-esteem challenges)

[It's exciting, it's something new, and it actually makes you \*feel\* a difference](#)

**Email 1:**

**SL: Hey, Let's get started.**

Hey, I'm Liliya!

I wanted to say hello and give you a very warm welcome to my email list.

I'm here to...

- 1 - Guide you through Narcissistic Abuse Recovery
- 2 - Help you with Relationship and Dating Dynamics
- 3 - Help you Find your Purpose
- 4 - Activate your Self-Love

Every so often I'll provide you with how-to's and tips to get you through your relationship, narcissistic, or self-love issues.

Until then, stay on your toes!

P.S. I'm happy to offer and hold a space for you in our Entheogen Retreats as a free surprise gift for signing up (where you'll be working through a deep healing journey with sacred plant medicines).

[Click Here](#)

Love, Liliya

**Email 2:**

Hey, Liliya here!

I experienced a narcissistic abusive relationship for over 4 years... I lived my life in a constant state of confusion and self-blame.

Believe me, I understand what it feels like to live through guilt, shame, and constant gaslighting.

I remember expressing my feelings to my friend, but getting a response of them minimizing the experience, making me question if my emotions were 'valid',

My co-worker used to take credit for my ideas during our meetings, then deny it ever happened when I confronted him,

And my partner used to apologize for hurting me, but turn it around and made me feel guilty for being upset in the first place.

Humble brag... today, I am a professional, personal narcissistic and healing coach.

And, I want to show you how you can go from a lonely, guilt-filled life, to a comfortable, happy environment.

(Hint - it involves a deeper inspection of those self-esteem issues)

[It's exciting. it's something new. and it actually makes you \*feel\* a difference.](#)