

4 Questions

1. Who am I talking to?

Im talking to males in high school or college who play basketball and are looking to improve their game.

2. Where are they now?

They currently aren't happy with how they are playing basketball. They want to improve their shooting, dribbling, and in-game IQ. They feel embarrassed because of their skills and lack of confidence on the court. They watch videos on YouTube to improve and they practice to get better. But most of the practice they do doesn't translate to real games.

3. What objective do I want to achieve?

I want them to buy the course, be motivated to improve, and take the course seriously so they improve their game.

4. What steps do they need to take?

They already trust the "guru", they know the product is probably credible.

The problem is they, probably, don't trust themselves so they are not that confident in the product.

They need to understand the product better how it's set up, the steps, etc...

Be confident in themselves and their ability to improve in the game.

Trust themselves to take the course seriously and actually DO IT.

It's possible to be bad at the game and improve, it has nothing to do with genetics, or up bringing.

Email 1

Subject Line: Mind + basketball = wizardry

70% of basketball has to do with your mind. You can be the most talented player on the court, but if you're scared of failure... then there is no point.

Letting the fear of failure creep into your head every time you walk into a game will affect your performance.

Sooner or later during the game, you'll start messing up plays, committing turnovers, and end up getting benched.

Eventually, this will turn into a downward spiral and you will get stagnant...

That's why it's important to walk into a game without fearing the other team, confident and not scared of failure.

Most importantly, do not let these mistakes get into your head.

When you attain these abilities, you'll be able to...

- Stand out to your coaches and get more playing time.
- Get your coaches and teammate's respect (since when has not fearing the other team not been respected)
- Get way better at basketball and see instant improvements in real games.
(Finally, get the clout you've been looking for.)

Most importantly, you'll stop letting mistakes in your head, and you'll be able to ball out in front of your school.

So, to get hair-chilling bravery, you need to have confidence in your training and practice.

That means you need to do the right drills that will actually translate to in-game results.

So if you want to make brutal progress in your game and improve your in-game mentality so you can stop making embarrassing mistakes, take a look at my...

Perimeter Scorer System, where other players just like you make surprisingly fast progress and surpass expectations.

I always tell my students, “If you want to be good at the game, you have to be able to take the next step”, [<click here>](#) so you can find out what the perimeter scorer system includes.

- Ethan

Email 2

Subject Line: Natural talent in basketball?

Why does your teammate seem naturally good at basketball?

Sometimes it seems like players are just naturally good at basketball without having a day of practice.

I am going to tell you why this, is and what you can do about it.

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These players seem like they just came out of the womb with crazy handles and sharpshooting skills.

But logically, this can't be true...

Yes, they could've been born talented or athletic, but they did not just end up magically knowing how to play basketball at a high level.

The reality is...

They just put in the work at a young age... then the skills just stayed with them over time and coupled with experience, they became HIGH LEVEL players.

But contrary to what society says, you don't have to play basketball since you were 3 to be a high-level player.

You can start putting in the right type of work right now, and in 3 months you can be at the same level as these other players.

It's possible to learn these skills and see shockingly fast progress. You just have to know what work to put in.

- Ethan.

PS:

If you have any skills you're struggling with (it doesn't have to be a specific one)

My perimeter scorer system teaches players just like you how to obtain high-level skills.

<click here> to watch a quick video outlining exactly what it includes.

PSS: Maybe you can get even better than those players and take their spot <link>