

4th NEW Video of 100 squats: <https://rumble.com/v56gzez-100-squats-for-review.html>

What is my business objective? Why is it important?

- Increase Conversion and Open rate of the emails by 10% in 1 month
- Important because if I do this in the free 1 week work, the company will want to work with me in the future.

Who are we talking to?

- a. Man and Woman
- b. Business owners
- c. Decent income

Where are they now?

Current state:

- Pains:
 - Can't focus on marketing that much because a biz owner focuses everywhere (which is bad)
 - Don't understand target market that well
 - Don't know about growth tactics
- Desires:
 - Fast results
 - Not expensive, but are willing to pay if it's little but more expensive
 - Good SEO
 - Fresh design
 - Good programs, that makes the work much easier
- Market awareness:
 - Level 4 - Product aware - They know us and they are on our email list
- Current levels:
 - Desire/pain level: 5/10 - want to learn, but it's not urgent for them
 - Certainty and trust levels: 6/10 - They know about us, they are subscribed so they probably trust us
- Market sophistication:
 - Stage 4 - Every marketing agency tries to show their new mechanism bigger and better than others'.
 - Proof from an agency's website: "Most web agencies use pre-made templates and website builders such as Wordpress or Wix. This heavily limits creativity, producing cookie-cutter websites. Phoexa empowers your unique brand by creating custom products from scratch that truly stand out.

Where do I want them to go?

- I want them to be addicted to our newsletter

- Give them a shit ton of free value they can use to increase their businesses sales, increase their Conversion Rate and ROI, etc.
- Compelling newsletter subscribe section on website
 - Bold color CTA
 - Crank their desire - connect it to tribal desires such as “Don’t you want to lead your market with unique strategies just for you!”
 - Telling them we’re segmenting many types of businesses, so they will only get tips which is only good for that group (I’d write this in the “why subscribe” section on the website)
- increase the thresholds
 - Desire should lower to 7 from 10.
 - It’s free
 - 3 valuable emails/week that they can use in their business to grow
 - Giving them ideas that they can use immediately (value equation: the faster they can achieve their dream state, the better)
 - Certainty should increase to 8 from 10.
 - Show results of people who use the tactics in the email
 - Use proof of successful concepts by telling them which methods we used too or still using, so they can see it is working (because it worked on them too probably, let’s say when they subscribed.
 - Show logical proof of concept, because nowadays, few people believe only in testimonials!
 - Show up like a leader of the markets (I have a marketing agency too, but I want to help them too, because we don’t program plus we have different areas we work in + we can collaborate in the future)
 - Trust in us threshold should lower to 8 from 10
 - We need to show them we’re leaders and because we are leaders, we know the secrets of the top 1% and we’re basically giving it for them for free

What steps do I want them to make to get where I want them to be from where they’re now?

- Open email
 - Crank the pain/desire with the headline
 - Use their name in the it
 - Create curiosity
- Read the email
 - Compelling copy
 - Give them the value of the email
 - Tell them why you give this for them
 - Use the frameworks so you can present the ideas in the best way
 - Use TRW chats to review it before sending
 - Ask help in TRW chats
 -
- Take action:
 - Good ending (2 way close if we offer them something in the end. We don’t want to sell with every email)
 - Crank the desire/pain one last time in the end.

- Can use the 2 way close Andrew talked about in the Trump vs Biden live (Give them a choice - give them a situation where they'll feel their pain again if they don't act now - if they don't choose you, they will feel regret when they live the moment you told them they will if they don't choose to improve on themselves. This will reignite their pain and desire levels up to the roof, and they'll want to come back and "buy")

Roadblocks:

- I don't have a client in the niche yet, but I can always make my own email list, and I can always use this copy to my advantage!

Personal analysis:

- I've tried to write the best copy of all of mines, and I feel like I gave it my all yet again! Didn't let my emotions control and managed to push through the difficulty!!

Bonus note: 4th review for this one, I am so grateful for these massive insights you Captains give me every time!!

Notes/ideas during the process:

- We should segment the newsletter list into a few groups so everyone will get the best tips specialized for them. (E.g.: B2C and B2B biz in different group)
- Or we can give them 1-2 hour periods where they can write their problem for us, and we'll try to solve it for them for free
- You can find the 2 previous copies that got reviewed, under this new one!

First email:

Framework: Welcome email (DIC)

(This is the brand new version) 4th version:

Headline:How to Get More Sales Than 99% of Marketers

This email is about taking you to the top 1% of marketers, with just 3 emails a week!

I'm going to share exclusive insider knowledge that has helped even the most successful people (such as Brian Tracy) generate significant revenue for their businesses and for themselves...

These powerful messages can save you from:

- Wasting years on unprofitable strategies
- Experiencing unexciting, unproductive tasks
- Staying in the frustrating 'beginner's slump'

Let me tell you how:

Imagine your emails standing out in your recipient's inbox, chosen over the 2,356 other emails they received...

These are the same tactics used by some of the biggest newsletters, such as James Clear's email list which has over *3 million subscribers*!

All it takes is **6 minutes a week!**

In a 2-minute read, you'll learn how to:

- **Create strategies** that can increase your email open rates by 25%, leading to more potential sales opportunities.
- **Carry out proven social media tactics** that can boost your engagement rates by 30%, increasing your traffic and conversions.
- **Break down complex industry changes** into clear, actionable insights that can amplify your decision-making, giving you an unfair advantage against your competitors.

And you know what?

Let me give you one tip for each of these now!

1. **Boost your email open rates:** Use the recipient's first name in the subject line to increase open rates by 15%, and send your emails at 10 AM on weekdays *to further increase* your engagement.
2. **Increase your social media engagement:** Create interactive posts, such as contests where your followers share photos with your product. This can increase your likes and comments by 35%.
3. **Take advantage of video ads:** These saw a 22% *increase* in engagement! Shift 10% of your budget to these formats to maximize this trend.

And this email was just the beginning...

Now, there are two paths in front of you...

There is the **first path**, leading to a challenging future, filled with missed opportunities, wasted years, and sacrificed family time. All this, just because you've **chosen not to spend** 6 minutes a week reading our advice that helped many businesses succeed.

And there is the **second path**, leading to a promising future, where you stay ahead of your competitors, while you spend less time on tedious tasks and more time with your family. With our tips, you confidently lead the [market name they give in the sign-up form] market, and achieve great success **without** making heavy sacrifices.

There will be leaders with and without you...

Which team are you on?

P.S.: Here's another FREE gift, a 1-minute video where I talk about: [Why working for hours makes you do less, and what to do instead...](#)

3rd Version:

Headline: **How to Get More Sales Than 99% of Marketers**

This email is about taking you to the top 1% of marketers...

With just 3 emails a week!

These powerful messages can save you from being stuck in the 'beginner's slump'...

Let me tell you how:

Imagine your emails arriving in your recipient's inbox and being chosen over the 2,356 other emails...

All it takes is **6 minutes a week!**

In a 2-minute read, you'll learn how to:

- **Create a strategy** that can increase your email open rates by 25%.
- **Implement a social media tactic** that can boost your engagement rates by 30%.
- **Break down a complex industry change** into a clear, actionable insight that can amplify your informed decision-making.

And you know what?

Let me give you one tip for each of these now!

1. **Boost your email open rates:** Use the recipient's first name in the subject line to increase open rates by 15%, and send your emails at 10 AM on weekdays *to further increase* your engagement.
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3. **Take advantage of video ads:** These saw a 22% *increase* in engagement! Shift 10% of your budget to these formats to maximize this trend.

And this email was just the beginning...

Now, there are two paths in front of you...

There is the **first path**, leading to a challenging future, filled with missed opportunities because you chose to ignore the advice that helped many businesses succeed.

And there is the **second path**, that leads to a promising future, where you stay ahead of your competitors and confidently lead the [market name they give in the sign-up form] market.

There will be leaders with and without you...

Which team are you on?

P.S.: Here's another FREE gift, a 1-minute video where I talk about: [Why working for hours makes you do less, and what to do instead...](#)

2nd Version:

Headline: **How to get more sales than 99% of marketers?**

[This is an email about taking you to the top 1% marketers...

With just 3 emails/week!

These powerful messages can save you from sticking in the 'beginner's slump'...

Let me tell you how:

Imagine having a simple, yet incredibly effective strategy that only takes a few minutes to implement, but yields results that most marketers can only dream of...

Visualize your emails effortlessly standing out in a crowded inbox, compelling readers to engage and take action...

And here's the cherry on top...

In just a 2-minute read, you'll learn how to:

- Increase your open rates and click-through rates significantly.
- Build stronger relationships with your audience through **personalized** and **relevant** content.
- Convert leads into **paying customers** more efficiently.

The question is...

Is it worth the 6 minutes/week for you to double...no...**triple** your sales just by applying the mechanisms you learn here?

3 emails/week about:

- Predicting and capitalizing on future trends to stay ahead of your competitors.
- Tailored business strategies that directly address your unique challenges and opportunities. (More on this in the next email.)
- In-depth analyses of top marketing campaigns with actionable insights to supercharge your own efforts.

And there's more to come...

We're leveling up hundreds of subscribers every single week with bigger and better strategies!

Now I want you to imagine two paths in front of you...

The left path leads to a gusty, dark future, where you're only feeling will be regret, because you ignored our advice, and eventually quit the newsletter that made your competitors MILLIONS of dollars!

The right path leads to a sweet, bright future, where you'll be able to rise above your competitors, and lead the [market name they give in the sign-up form] market like a commander would lead his army!

And don't worry...

There will be leaders with and without you...

It is your decision to decide which path you choose...

P.S.: Look at my FREE Gift Video, where I talk about:

"Why working for hours makes you do less, and what to do instead..."

Original version:

Everyone's here because of one thing only...

To be the best in their market...

To be at the top while others watch the winners run laps around their competitors!

Marketing is not hard, yet it is difficult!

That is why we've put together the best email newsletter for both B2C and B2B businesses,

So you don't have to worry about a goddamn thing!

No wasted brain calories, just emails that cost you 2 minutes max out of your life...

The question is...

Is it worth the 6 minutes/week for you to double...no...**triple** your sales just by reading, and using the mechanisms you learn here?

3 emails/week about:

- Future trends that may occur thanks to the uncertain world we live in
- Specified business tips just for your business! (Will talk about this in more detail the next email)
- Fully analyzed top player marketing moves you can use, to level up your business' marketing-game

And there's more to come...

We're leveling up hundreds of subscribers every single week with bigger and better strategies!

Now...

You have 2 choices...

You either:

Miss out on emails, and eventually quit the newsletter, not knowing we've given you ideas that made MILLIONS of dollars to your competitors...

Or...

You read and use every single email to your advantage, and laugh in the faces of marketing obstacles you'll face along the journey of your business!

You either run laps on others, or they'll run laps on you...

You decide!

And don't worry...

There will be winners with and without you...

It is your decision to decide which team you are in...

P.S.: Look at our previous email, where we talked about "[previous email topic fascination]"

See you in the next one...