

Email for a fitness YouTuber promoting his app:

Subject line: What would you regret at 85?

Hey Warrior

Over the weekend, I watched this video titled "The Biggest Regret of An 85-Year-Old Man."

When the old man was younger, he worked with this woman in a non-commission officers club.

He liked her but he was wayyyy too nervous to ask her out.

Why?

Because of the fear of rejection.

Even at 85 years old - he still remembers this event.

In fact, that's his biggest regret in life!

I'm fortunate enough to learn at an early age (25 to be exact) that if you want something...

You have to set aside the fear of rejection and failure to go get it.

You might look weird or dumb but that's okay.

I say that because I look like an idiot from time to time...

But I don't let it stop me.

If I want something I will take the risks and I encourage you to do the same.

I realised that it's the lack of confidence that holds people back.

But guess what happens if you work towards the best version of yourself?

Your confidence will skyrocket.

What used to be scary will no longer have power over you.

Think about it.

If you're chiselled and rocking 6-pack abs, will you be more confident to ask a girl out?

When you look good and feel good, every part of life becomes better.

Whether you're a beginner or looking to become a well-rounded athlete...

The App is designed to make fitness more accessible and enjoyable.

Get your 7-day free trial at:

Let's crush your fitness goals in 2024.

See you guys next time,

Email for a productivity coach:

Subject line: My weekends got snapped away by Thanos

It's true.

My previous weekend disappeared.

But it wasn't Thanos. The culprits were Sam Ocean and Alex Hormozi.

In case you didn't know. Sam Ocean, the King of Offer, did a masterclass for Growth Army. I don't attend GA calls live because they take place from 1am to 3am for me.

Absolutely nuts.

But when Sam shows up. I'd do anything.

Therefore, on Friday night, I went to bed at 3am after Sam blessed me with his mind-blowing knowledge.

Everything from here on is f*ed. Woke up at 10am - felt like I got hit by a truck.

TRIED to do some work.

The productivity crackhead in me was ashamed of my focus.

I had lunch with my cute mum.

2-hour badminton game from 3-5pm. Even my game sucked that day.

My day went by in a blitz. I felt like shit.

But guess what... I'm doing it all over again tonight.

Am I stupid? Yes. Because Alex H. was so good in his marketing. I felt FOMO.
(spoiler alert: it wasn't worth staying up for.)

That night, I went to bed at 1:32am.

For someone who goes to bed at 8:30pm. These were waaaaay past my regular sleep schedule.

On Sunday, I was cranky af. After 2 nights in a row of rubbish sleep. The smallest thing annoyed me. (I'm usually nice. 😊) I decided not to suffer and took a nap.

The moment my head hit the pillow. I was out for 3hrs. The slumber was so deep. I'm almost sure I went to Mars for a bit.

I felt so much better after the trip to Mars. But the same night, I took 1hr to fall asleep. That's the price I had to pay.

2 lessons:

1. Sleep is so f important.

Anyone that says "sleep is for the weak." Or "I can sleep when I'm dead."

Automatically becomes my enemy.

Your quality of life drops when you don't sleep enough. You're also killing yourself slowly. I'm not joking. You can google it.

2. When you sleep matters.

On both nights that I stayed up. I still had 6+ to 7hrs of sleep. But I felt like crap. Because I was way off my sleep schedule.

That's why sleep experts like Andrew Huberman and Matthew Walker emphasise keeping a sleep schedule.

That means going to bed and waking up at the same time. It's impossible to do it perfectly for 365 days. But a good target to shoot for is an 80% achievement rate.

I'm writing this on a Wednesday morning. The good news is: My sleep is back to normal, yay. But I never wanna experience that groggy state again.

Want to skyrocket your productivity? I'm running a 1:1 coaching program where I help solopreneurs get more done in 1 hour than others do in an entire day. You can check out the details [here](#):

Email to promote an affiliate product:

Subject line: Dan Koe is an bad example

After 9 months on Twitter there's one thing I know for a fact.

99% of people started because of Dan Koe.

Most stumbled upon his Youtube videos and subbed to his newsletter.

Then decided to start their own Twitter account and when the time felt right...

Launched their own newsletter.

Sadly, most people ruin their email list on day one.

Why?

They use Dan Koe's newsletter as an example.

It's one of the reasons I started my email list WAY TOO LATE - 2,500 followers.

We all love Dan's newsletters.

But let's be real.

Neither I nor you have the skills, experience or insights to write something that even comes close.

So instead of pumping out a value-packed newsletter that keeps readers engaged all the way through...

You write a newsletter that's way too long, boring as hell to read, and a complete turn-off to your audience.

So everyone who opens your email reads it once and does one of two things...

Unsubscribe immediately; or Don't unsubscribe - out of pity for you or because they're your friend - but they never open your emails again.

In both instances, you're screwed.

It's almost impossible to get the people who unsubscribed back on your list or to get the people who don't open your emails to open them again.

So please, don't try to write an email or newsletter like Dan Koe.

You'll set yourself up to fail.

Here's what you should do instead:

Keep your emails between 250 and 500 words.

Use Russel Brunson's Hook, Story, Offer framework in every email.

Make it personal. Share stories about your life. Who you are, where you come from, and what you want to achieve.

Send multiple emails a week. You're better off sending 3 emails of 250 words per week than one 1000-word email. I get it if you're on the fence about writing multiple emails a week due to time. Start with one and gradually increase.

Deepen the connection with your readers. And create more trust by consistently providing small insights, lessons and actionable advice.

Before I go.

I have to come clean. I lied. There's another thing I know for a fact.

The number one reason most don't send multiple emails a week isn't lack of time but...

A lack of ideas.

Fortunately, there's a solution to your problem.

>>> The Infinite Creator <<<

An easy-to-digest course that teaches you how to come up with an unlimited amount of top 1% ideas and destroy your writer's block once and for all in under 60 minutes.

Heads up, you've only got a few hours left before it gets pulled off the market.

Enjoy your weekend.

Email to deepen relationship with readers

Subject line: I hit rock bottom in 2018

I haven't always been the person you see today.

Passionate, confident, and fit.

A few years ago, I stood in front of the mirror in my bedroom. Took a good look at myself, turned from side to side, and let out a long sigh.

I wasn't happy with myself. I struggled with obesity, health issues, and a crippling lack of self-esteem.

Life was tough.

But I wanted to change and realized the journey had to begin with me.

So I choose to visit the place people go to when they're insecure, obese, and unhappy.

The gym.

Sadly, nothing changed after the first day, the second day or even the first few weeks.

I knew working out would help, but I had no clue how much time, effort and dedication it would require.

So I'd lie if I said I wasn't a bit down due to my lack of progress.

I wasn't going to give up though.

After a month or two I started to see some progress, which fueled my motivation and drive.

Until this day I've been hitting the gym regularly and eating properly.

It took me a few years to hit all my strength goals. I loved seeing my body change bit by bit (and with it my confidence and self-esteem).

Now I finally feel the way I wish I felt about myself all those years ago when I looked at myself in the mirror in my bedroom. I became the person I wanted to be, my dream became reality.

Building an online business resembles building an offline physique.

Many folks jump into this space lured by the promise of easy money and quick success.

"post content, build an audience, and watch the money fall into your lap".

But after a few weeks or months, the realization kicks in, it's not easy at all.

That's when people get frustrated, hope slowly starts to fade, and most throw in the towel and quit.

They started with misleading expectations, an unrealistic timeline, and the wrong mindset.

Want to succeed in business?

Then you need to show up, learn skills, fail, get back up, and improve, only to fail again, and again, and again.

It requires a tremendous amount of patience, resilience, and dedication. And it may take weeks, months, or even years. But little by little, day by day, you're building a foundation for something great.

So don't get discouraged by the lack of instant results. You're making progress, trust me. And don't expect it to be easy. Because it's not.

I've been there, both in the gym and in online business. The journey is full of challenges, failures, and setbacks.

Hang in there, keep pushing, keep striving.

It'll all be worth it in the end.

Educational Email:

Subject line: How the 40/40/20 rule will unf*ck your biz

A few weeks ago, I stumbled upon a **game-changing marketing principle**.

One most people on X don't even know or seem to overlook.

Let me tell you the story of Alex.

Alex was passionate about email copywriting. He crafted each word meticulously, obsessed over every subject line, and polished every call-to-action.

Day after day, Alex poured his heart and soul into perfecting his emails expecting a flood of sales, clicks, and clients. Yet, despite his efforts, the results were disheartening.

Sales were stagnant, clicks were few, and clients were nowhere to be seen.

Frustrated and confused, Alex decided to turn to his wife Leila....oops, I mean friend for advice. Leila is a seasoned marketer who reviewed his entire marketing system to figure out why Alex wasn't making sales or landing clients.

Now here's where things get interesting.

Leila said **"your copy isn't the problem, your list is."**

Turns out, Alex neglected the 40/40/20 marketing principle.

40% of your success depends on the list. Another 40% depends on the offer. And only 20% depends on the creative - combination of three things: copy, design, and format.

Alex had focused all of his attention on the last 20%. But his list was filled with people who were not his ideal customer profile (ICP), didn't have any money, or were only interested in freebies.

Sadly, most people on X have the same problem as Alex.

They have a great offer and their copy is decent, but their list is terrible.

It's because almost all of their subscribers came through giveaways that appeal to everyone. Viral hooks, profile optimization, swipe files, and of course how to get sky high engagement.

So I want you to take a look at your content, your lead magnet, and your list. And ask yourself...

Are you attracting the right ICP? Can the people on our list even afford your high-ticket offer?

If there's even a hint of doubt in your answer, it's likely a 'no.'

In that case, STOP increasing the frequency of your emails, bombard your audience with more offers, or double down on aggressive marketing tactics.

They're useless if your audience doesn't care or can't pay.

Instead, work on attracting the right audience first - the first 40%.

Marketing is not just about reaching more people, it's about reaching the right people.