

Email 1: Bait & Introduction

Subject: You're ONE of the LUCKY Ones

Body:

Congratulations [name],

You were able to snag one before they ran out, good for you.

A deal is a deal, grab your free book below.

But that's not all, there is so much more value coming your way in the next couple of days.

In the meantime, digest this book, and we'll see you on the other side.

[Signature]

Email 2: HSO

Subject: We Need to Talk. . .

Body:

Like many of us, I was also a scrawny kid that the girls wouldn't look twice at.

And this went on way into my early 20s.

I remember looking into the mirror and feel disappointment.

The sting of shame was a familiar feeling.

And the fact that I stuttered like a machine gun wasn't helping.

"What girl would ever want to be with a dork like me", I thought.

Well, there was one. . .

Rachel.

She wasn't the most beautiful girl to walk the earth, but she was that and more to me.

Rachel and I worked at the same ice cream parlor.

And for some reason, she took a liking to me.

But this was short-lived, because not too long after we started dating, she stopped replying to my text messages and wouldn't answer my calls.

And that's when I knew she wasn't that into me.

After that, I vowed to myself that this would never happen to me again.

And it didn't.

This is what I did.

[Link]

PAS Email

Subject: The SECRET to becoming good enough!

Body:

Hey [Name],

We've all been there.

Skinny, bad haircut, crooked teeth and terrible hygiene.

A walking chick repellent.

It's easy to fall into the mindset of not being good enough.

I know this, because, like you, I was there too.

But here is the good news!

There is a way out, you can change.

But the first thing that you'll need to change is your mental frame.

Click the link below to learn more.