

Sales Emails For Prism BJJ

Current timing schedule is as follows:

- 2 emails week one (1 Free Value / 1 Soft Sale)
- 1 email week two (1 Hard Sale)
- 2 emails week three (1 Free Value / 1 Soft Sale)
- 1 email week four (1 Hard Sale)

EMAIL #1 - SOFT SALE → KPI's 62% OR | 3% CTR | 0% Conversion Rate

SL: This is why you can't sweep ANYONE

Hey Subscriber First Name,

If you're not at an elite level with your sweeps, you'll want to keep reading...

The #1 reason jiu jitsu players struggle to sweep is because they lack direction in the opening stages of guard play.

When they get to guard, they don't know where they're trying to go like a deer in headlights.

They know they need to sweep, but unless the opponent accidentally gets off balance, they don't have a specific type of guard that they're looking for, and can attack from.

If you're just waiting around for the top player to be off balance, you may catch them or you may not.

You need a specific guard that you're comfortable launching an attack from.

And from the beginning moments of playing guard, your focus is to get to that position.

You're probably asking yourself, what guard should it be?

Pick whichever one you like. The most important thing is that you feel comfortable there. It can be any guard that is tried and true in competition.

It's about building a system of attacks from one launching point, and then figuring out how to find that launching point!

Imagine having a go-to system that ensures you're always in control?!

That's exactly why I built Prism +

A training system designed to refine your guard game.

If you need help doing this , I will personally teach you how to build a system of attacks from guard.

Oh and by the way, the first 100 students get one month free.

Spots are filling up fast, so don't wait!

Click the button below to start your free month of Prism + !

[PRISM + FOR WHITE BELTS]

[PRISM + FOR COLORED BELTS]

**See you inside,
Nick**

P.S. If you train for self defense, you should probably make it half guard or closed guard!

P.S.S Just use “**FREEMONTH**” at checkout!

EMAIL #2 - HARD SALE KPI'S → 69% OR - 9% CTR | 0% Conversion Rate

SL: The Keys To Progressing Faster In Jiu Jitsu

Hey Subscriber First Name,

Have you ever felt like you're progressing slowly in jiu jitsu? Or ever forget what moves to do next in certain positions?

Thankfully, you're not the only one.

Jiu Jitsu is hard. It takes repetition to master specific techniques and build confidence in your skills.

But don't worry, I can help you learn faster with a proven approach.

I used this system to completely transform my students all within 18 months.
Introducing Prism + a course I've personally designed to help you progress faster.
What you'll learn 👉

👉 The specific skills necessary to **escape submissions** and STOP getting tapped by your peers.

👉 How to **dominate positions** and **submit opponents**.

👉 Follow a **completely built system** so you always know what to do next, no matter what position you find yourself in.

👉 Develop the **mental edge** you've always wanted on the mats.

And so much more! Are you ready to drastically improve with my tailor made system?

Then I know you'll love this course.

But **HURRY**, only the first 100 subscriptions get one month free!

Click the button below to fast track your journey in Jiu-Jitsu 👉

[PRISM + FOR WHITE BELTS]

[PRISM + FOR COLORED BELTS]

See you inside,
Nick

P.S. If you have any questions, please let me know. Just hit "Reply" and I'm here to help!

EMAIL #3 - HARD SALE BEING SENT OUT 9/26 5PM PST

SL: Do you want to progress faster in jiu jitsu? Try this...

Hey Henri,

Just a heads up - time's running out! This is your chance to progress faster than everyone you know with **Prism +**

With this course, here's what you'll get...

- ✓ You will become **unpinnable** on the mats.
- ✓ You'll develop the skills necessary to **escape submissions** and **stop getting tapped** by your peers.
- ✓ You'll **dominate positions** and **submit opponents**.
- ✓ You'll possess the "invisible Jiu Jitsu" skills that will allow you to **actually apply the techniques** you learn, against resisting opponents.
- ✓ Receive a **complete system** so you always know the proper move, whatever position you find yourself in.

Most courses with this type of value are over \$100 dollars but with **Prism +** you get a **30 day free trial - no risk, no commitments**. Just use "**FREEMONTH**" at checkout and you can thank me later.

We have limited spots so act fast to secure your spot!

[Just click here if you're a white belt](#)

[And click here if you're a blue/purple belt](#)

I promise this course will help you progress faster, and build the techniques you need to develop high level skills.

See you inside,

Nick

P.S Don't forget to use "**FREEMONTH**" at checkout!

FEEDBACK FROM HENRI FOR EMAILS / LP

Landing Pages:

Main Observations:

1. Lack of Social Proof:

Problem: Both landing pages are missing strong social proof (reviews, testimonials, case studies). This is a key element to build trust, especially in a market saturated with courses.

Solution: Include student testimonials or showcase white belt transformations. People want to see others who were in their shoes and achieved success through the course.

Headline Could Be Sharper:

Problem: Your headline ("The Secret To Progressing Faster In Jiu-Jitsu As A White Belt") doesn't immediately tell me the transformational benefit in a way that stands out. It's somewhat generic.

Solution: Make it more impactful: "Double Your Jiu-Jitsu Progress in 6 Months—Without Getting Stuck on the Basics!" Focus on speeding up progress or solving the biggest pain point of the user.

2. CTA Is Weak:

Problem: The current CTA ("Progress Faster In Jiu-Jitsu With Prism+") is too passive.

Solution: Try something like, "Start Your Journey to Blue Belt Mastery Today" or

"Unlock Your Free Month of Faster Progress!" These are stronger, action-oriented, and focus on the immediate benefit.

Too Much Focus on Features vs. Benefits:

Problem: Your body text dives quickly into features like "Video Lessons on Positional Escapes, Guard Retention, etc.," which are great, but it lacks the emotional appeal of the benefits.

Solution: Rework the copy to start with benefits first (e.g., "Imagine the confidence you'll feel knowing exactly what to do from any position, escaping every submission with ease..."). Then move to features.

Additional Ideas for Landing Pages:

Add a Video Testimonial: If you can get a video of a student talking about how Prism+ transformed their journey, this can make a huge difference.

Money-Back Guarantee: Offering a no-risk guarantee will reduce hesitation and increase trust.

3. Email Feedback:

Soft Sale Email (#1):

Too Early for a Hard Sell:

Problem: The email is offering a free month but the urgency seems forced early on.

Solution: Focus more on education and soften the pitch. For example, describe the struggle (sweeps, guard play) with more depth and how this course has transformed students' game.

Refine the Hook (First Line):

Problem: "If you're not at an elite level with your sweeps..." can feel off-putting for a beginner who doesn't expect to be elite.

Solution: Something like, "Struggling to get your sweeps to work consistently? You're not alone." This acknowledges their pain and pulls them in more naturally.

CTA Placement:

Problem: The CTA (Click here for Prism +) comes too soon before you build enough desire or trust.

Solution: Push it further down. Let the narrative build before you ask them to click.

Hard Sale Email (#2):

Build the Urgency Properly:

Problem: While it's a "hard sale," there's no real urgency or scarcity emphasized. Simply saying "spots are filling up" isn't enough.

Solution: Add a countdown timer, or say something like: "Only 25 more spots available before this offer closes."

More Emotion Needed in the Body Copy:

Problem: The email feels more technical and informative, and less emotional.

Solution: Use more emotional language. Example: "Imagine stepping onto the mat, no longer fearing being tapped out... but instead controlling every match with precision and confidence."

Key Issues & Next Steps:

Lack of Urgency:

You're offering a great product, but there's no sense of urgency. You need to inject urgency into both the landing page and the emails.

Example: Add limited-time offers, discounts, countdowns.

Too Feature-Focused:

Avoid diving into technical details too soon. Focus on how this transforms the user's experience. Paint the picture of their dream state before the sale.

Improvement for Retargeting and Social Proof:

Start using student testimonials in the emails and on the landing page to show social proof. Consider an FAQ section in your emails or landing page that addresses common objections.

Test New Email Hooks:

Test more curiosity-based email subject lines like: "Struggling with Sweeps? Here's Your Solution" or "The #1 Way to Progress Faster in Jiu Jitsu."