

**Subject Line: Unleash Unstoppable Confidence with My
Battle-Tested Formula**

Is it always hard for you to stand up for yourself?
Do you hide away like a coward when faced with
the smallest conflicts?

As a timid child, I often shied away from
scuffles, running from fights like a chicken.

One day, a thief tried to steal money from me.
He got dangerously close to me and said:
"Gimme me your money or FACE the consequences!"
and he brushed a knife across my face.

The smallest resistance left me with a
bruised eye as he hit me with the handle of the knife.
I was unable to see, and the pain and swelling
persisted for the next week.

Feeling defenseless in the situation ignited
a fire within me, boosting my determination
to shatter the walls of my self-doubt.

There is one secret you need to know about
conquering timidity...

[Discover the method I used to conquer my timidity.](#)

Name: Marcus, Age: 28

Background and mini-life history: Marcus grew up in a rough neighborhood and faced a lot of challenges growing up. He's with self-esteem and confidence issues and never felt like he fit in.

Day-in-the-life: Marcus works as a office during the day. He usually spends some time stretching.

Values: Marcus believes that hard work, dedication, and perseverance are essential to achieving success in any area of life. He despises people who are lazy or make excuses for not putting in the effort to improve themselves.

Outside forces: Marcus feels like his environment growing up and the negative influences in his neighborhood had a significant impact on his life.

- People he dislikes (maybe colleagues) want to fight him
- Work Environment

Things they like:

Experienced trainers with a good reputation

Focus on proper techniques and fundamentals

Welcoming and friendly atmosphere

Varied training sessions that cater to different skill levels

Opportunity to spar with other students

Flexibility in scheduling and the availability of classes

Affordable prices compared to other gyms

Convenient location with easy access to transportation

Things they dislike:

Some of the classes can be overcrowded, making it difficult to get individualized attention from instructors.

The facility can get very hot and stuffy, especially during the summer months.

The cost of classes can be high compared to other Muay Thai schools in the area.

Some of the instructors can be intimidating or aggressive, which can make beginners feel uncomfortable.

There is a lack of diversity among the instructors, with a majority of them being male and from similar backgrounds.

Things they desire/want:

Wanted to learn self-defense

Wanted to improve fitness and health

Wanted to learn a new martial art

Wanted to challenge themselves mentally and physically

Wanted to train with experienced and knowledgeable instructors

Wanted to be part of a supportive community

Wanted to improve discipline and focus

Wanted to compete in Muay Thai tournaments

Wanted to improve overall confidence and well-being