

Email #1

Have you ever met someone who treats their dreams like a 401k? @everyone

They're playing it safe, trying not to lose anything, and not taking any unnecessary risks.

Well, if you adopt that mindset as a copywriter, you'll stay broke forever...

Let me explain.

You see, the internet has taught you something misleading.

Risk = Danger.

But that's not true for every situation.

When it comes to copywriting, playing it safe is the riskiest thing you can do.

The more time you spend being safe...

Watching another YouTube video, buying another course, or adding another piece of copy to your swipe file...

The more defensive your approach to copywriting becomes.

Here's what I mean.

When I first started copywriting,

I had no clients, no reputation, and honestly, no fricken clue what I was doing.

So, what did I do?

I made low-risk offers to business owners that were impossible to ignore.

An example is the first client I closed.

I agreed to a commission-only deal on a fitness offer, and the email deliverability was trash.

1–2% open rates. 🤖 email list.

Did I make any money?

Hmmmmm, I'm sure you can work that out yourself lol.

But it wasn't a total disaster...

I got experience writing in the niche, working for a client, and using email software.

My goal was to stack wins.

Every job was XP.

And then, with a few wins under your belt, the ball is in your court.

You can switch from defense to attack.

Now you can set your own rules,

Charge thousands of dollars per project,

And collect even more XP to use in your next outreach.

On the back of the “horrible” fitness deal, I closed a \$3k/mo retainer,

Which wouldn’t have been possible if I hadn’t worked on that project.

But the problem is, most beginners want to skip the grind.

So, here’s your wake-up call.

If you’re not where you want to be right now, it’s not because you’re bad at copywriting...

You’re just scared to do what will actually work.

You’ve gotta:

- 👉 Offer undeniable value
- 👉 Take strategic risks
- 👉 Get results at all costs, even if the paycheck is small.

You’ve got this.

Jake

Email #2

You don’t get paid for being smart. @everyone

You don’t get paid for trying your best.

You don’t get paid for dreaming harder than everyone else.

Otherwise, everyone would be a millionaire.

The truth boils down to 1 simple thing:

You get paid for solving someone else's problem.

That's it.

You want freedom, \$10k+/mo, and to look after your family?

Help enough people get what they want.

Help first. Win after.

Jake

Email #3

SL: Your Approach to Lead Gen is Totally WRONG!

Hey %FIRSTNAME%

Most business owners have no idea on how to generate leads for their business.

Sometimes they send cold DMs.

I know some coaches who send 50 DMs per day.

They go to bed with satisfaction, thinking that they have worked hard today and soon they will get results.

The next day, they wake up and check their inboxes excitedly.

Only to find that 3 people reported them, 5 blocked them, 2 asked them to piss off and others just ignored them.

They try to be active in all the Facebook groups. Answering as many questions as they can and giving as much value as they can.

Few people do reach out to say that their content was amazing.

They start a conversation. But as soon as they start asking more questions, those leads ignore them and leave them on seen.

Let me tell you: These methods all suck.

So on April 16, I am running a FREE 3 days masterclass which teaches you how to get hundreds of leads WITHOUT:

- Doing cold emails or organic marketing
- Building websites or funnels
- Running ads

This is exactly how we filled the events of successful people like Zig Ziglar, Josh Turner and Bill Barren (and helped them make millions in sales)

So click the link below and save your seat NOW!.

I will see you inside.

LINK

Jim

Email #4

SL: Why running ads to fill online events is a BAD Idea

Hi %FIRSTNAME%

Online events are perfect when it comes to mass selling your coaching programs.

It gives you enough time to demonstrate the value, warm your audiences up, create a FOMO effect and make good sales.

But the problem is: You need your people to stay till the end so you can present them with your offer.

And it takes a lot of commitment from the people to stay till the end of the event.

What's more?

Running ads to fill your online events is #1 way to nail down your FAILURE.

Why?

Because people who see your ads and sign up for your event have ZERO commitment to your brand.

They are sure to leave the event as soon life gives them a little distraction.

And when they leave, you would waste all the time, money and energy you spent in that event.

Which is why we recommend you using partnerships to fill you events.

Imagine this: If someone like Tony Robbins promotes your services, how many leads do you think you will get in a day?

More than you can handle!

And do you think those leads would be warm to you, considering that they heard your praises from someone they trust?

You bet.

This is the same strategy we used to scale our business to \$2M in sales in 2 years...

And this is exactly how we helped people like Zig Ziglar, Josh Turner and Bill Barren make millions in sales.

And this is exactly what I am gonna teach you in my upcoming 3 days FREE masterclass called:

Leads Made Easy Lab

So click the link below and save your seat NOW!

We begin on 16th April

I will see you inside.

LINK

Jim

Email #5

SL: How THIS Unknown Guy Became A Goto Authority in 6 months?

Hi %FIRSTNAME%

So I was reading a book called "Traffic Secrets by Russell Brunson"

In that book, Russell talks about a guy who once approached him to promote his services.

Being a busy entrepreneur, Russell refused.

But after 6 months, he saw big names in his industry promoting all the services of that guy.

They were calling him on his podcast and doing interviews with him.

Russell got curious.

He reached out to him to ask how he managed to convince so many big names to promote him.

(Please note: A while ago, Russell ignored this guy. And now he himself called him back to know his secrets.

He went from "being ignored" to "being sought after" in just 6 months)

Turns out, he had a list of his dream 100 people. These people were the ones who were serving his ideal customers.

He started reaching out to them, asking them to promote his services.

He got rejected again and again.

But somewhere down the lane, one big guy agreed.

And he leveraged that one big name to convince another big name to call him on his podcast.

Then, he leveraged those two big names to convince the third one.

Soon, he was all over the place. Those who once rejected him, started calling him back (Russell included).

He generated thousands of leads and sold millions (WITHOUT spending a penny on ads)

The truth is: Partnerships are the best method to get huge amount of traction in no time.

You just need to identify the right partners, build loyal relationship with them and then work together.

But the question is: How do you do that?

That is something we will be teaching you in detail in our next 3 days free masterclass called:

"Leads Made Easy Lab"

This is the same strategy we used to scale our business to \$2M in sales in 2 years...

And this is exactly how we helped people like Zig Ziglar, Josh Turner and Bill Barren make millions in sales.

And this is exactly what I am gonna teach you in my upcoming 3 days FREE masterclass called:

Leads Made Easy Lab

So click the link below and save your seat NOW!

We begin on 16th April.

I will see you inside.

LINK

Jim

LB School of Yoga - Sales Sequence

Email # 1

Subject Line: The Long Beach School of Yoga | Find Yourself

Hi (name),

Whether you're looking to start a new career as a yoga teacher, bring yoga into your current work environment, or just want to improve your personal life from within, we are here to guide you on your journey through the most authentic 200-Hour Yoga Teacher Certification Course on the West Coast.

You can now become a certified yoga teacher online with the help of Ram Bhakt and the team at the [Long Beach School of Yoga](#).

Our online yoga teacher training is meant to help you step into yourself and prepare for a new career that may just be right around the corner.

Want to learn more about how our company began and where we are going? Visit our [website](#) or the teams tab to learn more!

In addition to the yoga teacher trainings, we also offer Q&A sessions, in-person events, online sessions, introductory Ayurvedic healing lessons, retreats, and more.

We hope to talk with you soon.

The team at The Long Beach School of Yoga
[Contact us today](#) or [learn more on our blog!](#)

Email # 2

Subject Line: Meet the Founder of the Long Beach School of Yoga, Ram Bhakt

Hi (name),

With just a few clicks of your mouse, you could be on your way to continuing your yoga journey alongside Ram Bhakt, the founder of the Long Beach School of Yoga.

Ram Bhakt is an experienced and gentle teacher (and student) of Yoga who lives and works under the philosophy of timeless wisdom, modern lifestyle, and connection to the “inner light”. He enjoys teaching various styles of classes and workshops at yoga studios, community centers, office environments, natural outdoor settings, and now over the internet.

Ram actually took his first yoga class at the age of 25 to get help for his back pain, which we now know is extremely common among twenty and thirty-year-olds.

Ram is proud to be a part of the Southern California Yoga community and enjoys sharing the culture and spirit of health, awareness, and well-being with everyone. He also leads Free Yoga on the Beach, Laughter Yoga, and Kirtan.

You can find out more about Ram and the rest of the team at the Long Beach School of Yoga by visiting our website, specifically the [team tab](#).

We hope to meet you soon

Ram Bhakt and The Long Beach School of Yoga
[Contact us today](#) or [learn more on our blog!](#)

Email # 3

Subject Line: Facebook Group & YouTube Channel | Ram Bhakt & LB School of Yoga

Hi (name),

Have you taken the time to visit our website? You may have noticed that we not only offer yoga teacher training classes but also have an active blog where you can learn about yoga, Ram's teachings, and even a little bit about his [new book that you can pick up on Amazon](#).

Don't forget to cruise over to our Facebook page, which is quickly growing, and this YouTube video in particular that goes into depth about the [School of Yoga's 200-Hour Yoga Teacher Training - Our Yoga Adjustments Workshop](#).

On our Facebook page, we will be announcing new teacher class signups, sharing free event info, and much more.

We hope to see you on our website or in the Facebook group sometime soon!
The team at The Long Beach School of Yoga

[Contact us today](#) if you have any questions, or [learn more on our blog](#) here!

Email #4

Dear [FIRST NAME],

Did you know that education and online universities are hands-down the BEST business models for aspiring entrepreneurs?

While that might strike you as odd, it all comes down to two magical words: profit margins.

Education and online university industries let you leverage your time, scale your business, reach more people, and, most importantly, increase your profits WAY FASTER than other products or industries.

How's this for a stat? Every year, a mind-blowing \$4 trillion is spent on online information and education... yep, \$4 trillion!

Just let the figure sink in for a second...

What if YOU could take advantage of this skyrocketing industry and claim your slice of the pie?

What if you could build an online course that allowed you to not only escape the rat race but to earn a fortune and live a life beyond your dreams?

And what if you could build this business at home and have it up and running by tomorrow?

I'm Tai Lopez, and for over a decade, I've been building successful online businesses.

What do I mean by "successful"?

I'm talking about businesses that afforded me abundant time, lifestyle, and financial freedom.

I've discovered that one industry, above all else, that offers the highest profit margins is online universities.

In some cases, profit margins for online universities are as high as 99%. That's actually staggering!

Whether you have big or small ambitions, now is the time to build an education or online university product. Because just like all industries, this market will eventually become saturated.

Today, before you hit 'delete' on this email, I have an incredible opportunity for you. I'm launching a test group, call it a labor of love, and I'm taking a handful of people and showing them how to make their first sale of an education product.

In this one-of-a-kind test group, I will show YOU how to sell your knowledge.

Specifically, I will show you:

- How to market your product

- How to make viral videos (so you save a stack of money on Facebook marketing)
- How to create Facebook groups
- How to build an SMS list
- How to build any necessary software

I will show you something infinitely better than funnels (that almost nobody in the education industry does) that can easily double or triple your income.

Here's the thing: While the odds are 90% that you have a monetizable piece of information you can sell, if you think that you don't know anything, then I will show you how to go online and find people who do. You can then partner with these people, help them set up a course, and split the profits with them.

I will PERSONALLY help you do this.

Go on [FIRST NAME], it's time you took a chance on yourself and built something online that makes you thousands and thousands of dollars every month.

It's time you built something that replaced your 9-5 income.

Imagine being able to wake up and work on something that you have control over – something you built that brings you income every day, that can grow exponentially and fast.

Take the first step today for, wait for it, \$1. Yes, \$1.

Places in my test group are filling fast, and naturally, you'll be kicking yourself if you miss out on this one-off opportunity. In fact, chances are I won't be doing training like this again.

As always, I'm offering a 100% MONEY-BACK GUARANTEE.

If in 30 days you feel that you have not gotten any value from the test group, reach out to my team, and I'll refund you 100% of your money.

Try Sell Your Knowledge For \$1

Got any questions? Simply hit 'reply' to this email and me or one of my team members will be happy to answer.

Email #5

Subject: This can 5x your venue's performance...

Hi [Name],

First of all, I realise you probably get a tonne of emails that try to sell you the "latest and greatest" products.

Well, I certainly do... pretty annoying, right?

But I promise you, this email contains an opportunity that's simply too good to hit that "delete" button. Read on, and you'll see...

My name is [Your Name], and I understand the challenges of running a bustling restaurant, cafe, or pub.

Working in the hospitality industry, every day is go, go, go. It's a super-fast environment where staff training, compliance, and customer satisfaction can literally make or break your business.

Your staff may lack the necessary skills, and paying for upskilling costs an arm and a leg! Not only this, but Fair Work requires your staff to be paid to do after-hours upskilling - face-to-face or online.

And here's the frustrating thing: Most upskilling is a complete waste of time as there's no follow-up. So, what happens when the sessions finish?

Nothing at all, that's what!

Traditional upskilling does absolutely nothing to address the *real* operational deficiencies of your staff...

Enter our unique SaaS solution that can revolutionise your venue's operation: *wehelphospitality*.

wehelphospitality will improve and increase the operational skills and knowledge of every staff member in your business...EVERY SINGLE DAY OF THE YEAR.

wehelphospitality is a 365-day-a-year solution, so no one ever has to leave your venue to be upskilled. Plus, it prompts your staff to implement and apply the skills and knowledge to improve your venue operations.

Your venue can also display a bevy of customisable content—at zero cost—to advertise and sell your products and specials.

Best of all, this entire solution costs the equivalent of selling just one CAPPUCCINO a day!

[Name], let me ask you the following:

What would it mean to your business if your staff were updated and engaged every day of the year?

What if your staff could learn and implement, and apply their new skills in real-time?

Would this mean better staff morale?

5-star reviews?

More profits?

You get the picture... and that's just scraping the surface.

wehelfospitality lets you:

- Promote a culture of continuous learning among your staff, leading to improved performance and customer satisfaction.
- Boost efficiency and increase staff competency and effectiveness on the job.
- Do away with expensive and time-consuming training sessions.
- Provide quick and easy broadcasting, turning any part of your venue into a space for learning.

[Name], I'd love to discuss how wehelfospitality can specifically benefit YOUR venue.

Would you be open to a brief demo and trial? It's a risk-free way to experience the benefits firsthand.

Let's schedule a time that works for you. Just reply to this email, and we'll take care of the rest.

Looking forward to hearing from you soon.

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

Email #6

Subject: Enhance Your Revenue Growth and Operational Efficiency with Kuno Creative

Dear [First Name],

I hope this email finds you well. My name is [Your Name], and I'm reaching out from Kuno Creative, a leading provider of Revenue Operations (RevOps) solutions that specialize in providing comprehensive revenue growth solutions to SaaS companies and organizations that leverage HubSpot to fuel their success.

In today's competitive business landscape, it has become increasingly vital to have a holistic view of your marketing, sales, account management, and partner programs. At Kuno Creative, we understand your challenges in accelerating revenue growth and optimizing your operations. That's why we offer tailored strategies and expert guidance to empower your teams and maximize your company's margins.

I believe Kuno Creative can greatly assist you in achieving sustainable revenue growth and operational excellence. By leveraging the expertise of our RevOps professionals, we can help you optimize your marketing, sales, account management, and partner programs to accelerate revenue growth.

Our approach starts by deeply understanding your unique goals, priorities, roadblocks, and opportunities. By conducting a thorough review of your current processes, we identify areas for improvement and develop a customized roadmap to streamline your revenue operations.

Here's how Kuno Creative can specifically support your business:

- **Improved Revenue:** Our proven strategies and processes enable you to unlock untapped revenue potential and achieve sustainable growth.
- **Streamlined Tech Stack:** We help you optimize your technology stack, ensuring it works seamlessly across departments and eliminates inefficiencies.
- **Aligned Processes:** By standardizing processes and providing proper oversight, we enable your teams to work from a centralized CRM, saving time and effort.

- End-to-End Customer Insights: Gain valuable insights into your customers' journey, allowing you to make informed decisions and deliver exceptional experiences.
- Revenue-Focused Teams: Our approach empowers your marketing, sales, and service teams to focus on revenue generation, increasing productivity, and effectiveness.

Additionally, if you're considering migrating to HubSpot CRM or looking to optimize your existing usage, Kuno Creative is the ideal partner. Our team is certified in HubSpot, and we have extensive experience using other CRMs such as Salesforce. We can offer comprehensive HubSpot implementation, training, and automation of sales processes and outreach. This results in significant time savings that can be reallocated to selling activities, positively impacting your revenue.

Furthermore, our auditing services help identify opportunities for [working smarter with RevOps](#). We implement data enrichment tools and hidden fields on forms to enhance tracking and attribution of source information, streamlining lead routing and improving inbound conversion rates.

By partnering with Kuno Creative, you'll gain a dedicated team of experienced professionals who are passionate about helping businesses like yours succeed. Our client success stories show our ability to drive tangible results and achieve revenue growth objectives.

I would love to learn more about your specific challenges and explore how we can support your company's revenue operations. Would you be available for a brief call next week? Please let me know your preferred date and time, and I'll be happy to arrange it.

In the meantime, feel free to visit our website at www.kunocreative.com to learn more about our services and expertise.

Thank you for your time, and I look forward to the opportunity to speak with you soon.

Best regards,

Email #7

Subject: Maximizing Revenue Growth with Kuno Creative - Follow-up

Subject: Re: Enhance Your Revenue Growth and Operational Efficiency with Kuno Creative

Dear [First Name],

I hope this email finds you well. Last week, I reached out to introduce Kuno Creative and how we specialize in Revenue Operations (RevOps) to support companies like yours in achieving sustainable revenue growth and operational efficiency.

As you know, the customer lifecycle and sales pipeline are critical components of revenue acquisition. At Kuno Creative, we understand the challenges faced by SaaS companies and organizations leveraging HubSpot. By focusing on RevOps, we help your company optimize

technology, improve team efficiency, enhance the customer experience, and ultimately drive revenue growth.

After reviewing your company's goals, priorities, roadblocks, and opportunities, we can develop tailored strategies to empower each department with the necessary tools to effectively focus on Revenue Operations (RevOps) and protect and grow your company's margins.

Here are some key benefits you can expect by partnering with Kuno Creative:

- **Improved Revenue:** By working closely with your team, our RevOps initiatives identify untapped revenue opportunities, optimize your sales processes, and implement automation where needed. By reducing administrative tasks and increasing the time dedicated to selling, we positively impact your revenue growth.
- **Streamlined Tech Stack:** We understand the importance of a cohesive technology stack that seamlessly integrates with your existing systems and eliminates inefficiencies. Our experts assist you in optimizing your tech stack, ensuring it works harmoniously across departments, saving you time and effort.
- **Aligned Processes:** By standardizing processes with proper oversight, our RevOps expertise enables your teams to work from a centralized CRM, eliminating silos and improving collaboration. This streamlines workflows, boosts efficiency, and provides a solid foundation for scalable growth.
- **End-to-End Customer Insights:** Understanding your customers' journey is essential for making data-driven decisions. Our solutions provide you with comprehensive insights into your customers' behaviors, preferences, and interactions, enabling you to deliver personalized experiences and build stronger relationships.
- **Revenue-Focused Teams:** Our RevOps approach empowers your marketing, sales, and service teams to focus on revenue generation. By aligning their efforts and providing the necessary training and support, we enhance productivity and effectiveness, resulting in tangible business outcomes.

As mentioned in my previous email, Kuno Creative specializes in HubSpot CRM migration and optimization. We guide you through the entire process, from implementation to training, ensuring a seamless transition and maximizing the potential of the HubSpot platform.

In addition, our auditing services offer valuable insights into your RevOps process. We identify areas for improvement, implement data enrichment tools to capture key conversion points, and optimize lead routing for improved inbound conversion rates. These measures help you better understand the effectiveness of your strategies and make informed decisions to drive success.

I would appreciate the opportunity to discuss how Kuno Creative can specifically assist your company in achieving your revenue growth and operational efficiency goals. Please let me

know if there is a convenient time for you next week to schedule a call, or feel free to propose an alternative time that works best for you.

Thank you for your time and consideration. I look forward to connecting with you soon.

Warm regards,

Email # 8

Subject Line: Stay Up-to-Date with The Long Beach School of Yoga

Hi (name),

Have you had a chance to check out the Long Beach School of Yoga Website?

On the [Shop](#) tab, you can browse our current selection of classes, such as the yoga teacher training course, and purchase events. If you do not have the money up front to order one of our events or classes, we offer payment plans that may prove helpful!

Your Tuition will always include:

- Access to all the Livestream sessions
- Lifetime Access to all recorded classes
- Free registration in all special workshops Ram Bhakt teaches during this time
- Lifetime access to many complementary resources to the online classes aimed to deepen and strengthen your knowledge and yoga practice

Your journey to becoming a knowledgeable and compassionate yoga teacher from the comfort and safety of your own home could begin today!

If you have any further questions or would like to speak with a member of our team, you can visit our [contact page](#) to send us an email or even give us a call.

Talk soon,

The Team at the Long Beach School of Yoga

[Contact us!](#)

[learn more on our blog!](#)

Email # 9

Subject Line: **The Mission of The Long Beach School of Yoga**

Hi (name),

[Long Beach School of Yoga](#) was created to bring traditional yoga teachings to the Southern California yoga community, and beyond.

Join us to gain knowledge, experience, peace, and happiness through yoga teacher training, workshops and special events.

Our founder, Ram, has a ton of relevant experience and has taken the time to gather a wonderful selection of guest teachers.

Ram was initiated into Kriya Yoga by Swami Janakananda at the Scandinavian Yoga and Meditation School in Sweden. He is currently completing traditional gurukul (living with the teacher) studies with Dr. Sundaram Raman at the Ayurveda & Yoga Retreat Hospital in Coonoor, India. He also briefly studied Ayurveda with Dr. Lal Krishnan and Indian martial arts at Hindustani Kalari Sangam, in Kerala.

After several pilgrimages to India and more trainings in America, Ram Bhakt returned to Yogaville for two more years and completed the Sadhana Immersion Program with Swami Gurusharanananda, who is one of the closest living disciples of Yogiraj Swami Satchidananda (Founder of Yogaville).

To learn more about Ram's journey and the qualifications of the Long Beach School of Yoga's other guest teachers, visit the ['Our Team'](#) tab.

Contact us today to learn about our online yoga teacher training program as well as about how you can get more involved in the Southern California yoga community.

We hope to see you soon,

Ram Bhakt and The Long Beach School of Yoga
[Contact us today](#) or follow our [Facebook page](#) for more info!

Email # 10

Subject Line: **A Seeker's Guide to the Yoga Sutras by Ram Bhakt**

Hi (name),

At the Long Beach School of Yoga, we know that living a healthy, happy, and purposeful life starts with a clear and focused mind.

A Seeker's Guide to the Yoga Sutras is an easy introduction to the lessons of Patanjali—graceful, concise explanations of spiritual truths. With short chapters that show you how to adapt these yoga sutras to modern life, you'll be on an accelerated journey of the soul.

Need help falling asleep, controlling stress or anger, or just becoming a happier person?

These teachings will help you do just that and more. According to this wisdom tradition, the mind, when truly understood, is an extraordinary tool that can take you to a state of total freedom.

"The book that I have written, 'A Seeker's Guide to the Yoga Sutras' is a practical and easy-to-understand manual on your soul's heroic journey."

-Ram Bhakt

Get your copy on [Amazon](#) or order it through [Audible](#) and on [audio CD](#) format.

Until next time.

Ram Bhakt and The Long Beach School of Yoga
[Contact us today](#) or follow our [Facebook page](#) for more info!