

1 welcome sequence.

first, a nice friendly email to welcome and enhance the customer's decision to buy in the newsletter. Add some free value

Second, A free value email where you solve a minor or medium roadblock

Third is a PAS where you amplify a major risk/pain that keeps them from achieving what they want or what would happen if they don't take action and add a link to a coaching session.

Welcome Email:

SL: A good night's sleep is on the way

Hi Jenkins.

I'm *super* excited to have you here!

I can't wait for you to fall in love with sleep again.

You may not believe me but, at one point in time, I had the worst sleeping schedule in the **entire** United States!

There were days where I only slept for maybe an hour(*and I'm being generous*) and other days where I slept for the whole day.

I was a total mess, I didn't have any consistency in my sleep and it was ruining my everyday life.

I was always grumpy, and lazy, I wasn't interested in anything, not even getting *freaky* with my beautiful wife.

I knew that my sleep was wrong... but knowing that something is wrong is not going to fix it.

So I started researching scientific papers and started applying their principles to get better sleep.

I tried and tested many theories for better sleep quality and condensed the best of the best into this dreaming-inducing newsletter 🛏

where you'll *only* get a practical and super easy-to-read version of the boring and incredibly long scientific research.(*without all the complicated sciency stuff*)

DISCLAIMER

I know our partnership just started, but I want to be as transparent as possible.

I take your inbox very seriously, and I assure you won't receive any spam emails.

When you stay subscribed to us, we will only give you the cream of the crop.

Super effective emails with insightful and actionable steps to help you become the best version of yourself through sleep.

I can't wait to show you the first big step to take to get back on track with your sleep!

See you tomorrow.

Rick.

P.S.

As thanks for putting your trust in me and signing up for this newsletter, here is a free 10-minute follow-along guide to fully relax your body to help you fall asleep faster.

Second email

Free Value:

SL: The Essential Step to Have Wonderful Sleeping Nights.

Hi Jenkins.

How was yesterday?

Did you have better sleep using the 10-minute follow-along guide I left in the last email?

I hope you did, and even if it didn't help much, I assure you that using the guide every night will compound into amazing benefits for your nighttime.

As someone who has suffered from horrible sleep, I know how difficult it is to find a constant waking and sleeping time.

Life somehow always gets in the way of our sleep, sometimes you have to do extra hours and stay up late, and other times you have to wake up way earlier, and suffer from sleep deprivation.

There isn't a definite solution for you to avoid life problems, somehow you have to deal with it.

But I can tell you there is a way, for you to always sleep and wake up at the same time even if you stay up later or wake up earlier than usual.

Old people are a great example of this, by force of habit they have molded their biological clock to have a fixed sleep and wake time.

They always wake up at the same time, even if the night before they had bad sleep.

How do they do this?

By force of habit, for years they have woken up at the same time and have never overslept.

This is the *essential* first step for you to get your sleep back on track.

You have to ***always*** wake up at the same time, no matter what the circumstances.

I know this seems like a simple easy tip to follow, but trust me, this is by far the hardest part of your sleeping journey.

If you are not ready to fully commit to it you are going to do more harm than good, so here are some *hacks (backed by science)* I used to make the process more pleasurable and help you build a strong foundation to always wake up at the same time no matter what.

Hack number 1:

Get morning sunlight, as soon as you wake up in the morning go outside and absorb sunlight.

The sunlight you receive will act as a switch for your brain, it will send a signal to your brain that the day has just begun, and it will release all the good “*brain chemicals*” as well as reduce sleeping “*brain chemicals*” to help you feel awake and energized.

Hack number 2:

Don't take naps.

This is a controversial one because science is all for naps that are between 15 to 45 minutes.

DISCLAIMER

If you stay within this range you are all good, keep doing your naps!

If not keep reading.

As I said, the problem comes when you don't stay within the range, which is what often happens when you are sleep-deprived, because your whole body is sending you signals to immediately go to bed.

Whenever you feel like this, ignore those signals and stay awake until after dinner, then after eating you can go to sleep

If you don't follow this tip you are going to destroy all the progress you made, because you mess up your biological clock even further and destroy your ficklely established sleep cycle.

So until you have at least 1 month of constantly sleeping well I would avoid naps.

TO RECAP

- Always wake up at the same time no matter what circumstance
- when you wake up in the morning, bathe in the morning sunlight for at least 10 minutes
- Avoid naps in the middle of the day, as most of the time the naps become full-on sleeping sessions

That is all for today's email.

I can't wait to hear from you when you see the benefits you'll get by following these tips.

See you next week when we'll discuss how to have 8 full deep hours of quality sleep.

Rick.

Third email

PAS

SL: *For Night Shifters only*: If you don't take action now, You'll kill your **LAST** opportunity to ever have sweet dreams.

Hi Jenkins

This email is different from the previous two you have received.

This email is specifically targeted at those who have to do night shifts.

I premise that I don't know what kind of work you do nor do I feel like I should know, as it is personal information.

Either way, whether you do night shifts or not, this email will have enormous benefits for your sleep.

Before we start, I want to give you immense gratitude for the service you have done.

Without you, we wouldn't have many pleasures that our society has today.

Without you, we wouldn't have an ambulance ready to arrive anywhere and cure us 24/7, we wouldn't have nurses and doctors in the hospital taking care of patients, we wouldn't have a police force ready to arrive at any moment and defend us, or have firefighters promptly come to our rescues at any time, or the military who makes sure we can live our lives in peace, and even workers who make sure we enjoy the finest things in life.

Without Night shifters, society would crumble today.

In the last email, I talked about how waking up at the same time every day is the recipe for success in getting a nice sleep schedule.

But I realized that not everyone can follow that advice, because of work or other various reasons.

So I decided to delay the email about "*how to have 8 full deep hours of quality sleep*", and focused on creating this email.

Because night shifts are killing you in real-time.

Right now, In this exact moment, your Lifespan has been **stolen**.

By doing night shifts you have a higher risk of getting cancer, diabetes, heart attacks, digestive problems, insomnia, depression, and many other problems.

If nothing is done to mitigate the side effects, they are going to compound and reach a point where there is **PERMANENT** damage.

You can see why you need to take action immediately, not only for yourself but for your family, your wife, your husband, your sons, your daughters... for every person who cares about you and your wellbeing.

[Right here](#) is a free in-depth guide where I cover all the major common solutions to help you mitigate the damage done by night shifts.

And, If you want to almost fully negate the side effects of night shifts, you can [book a call](#) with me where we will devise a fully personalized plan taking into account: your starting point, what problems you are dealing with, and what techniques works best for you.

See you next week when we will **FOR SURE** talk about "*how to have 8 full deep hours of quality sleep*".

Have a wonderful day.

Rick

