

## Introduction to brand, first email

**Subject Line:** Combat unproductivity and laziness with creativity

Have you noticed something about our recent times?

**Everything is constantly changing.** People's opinions, ideas, the technology we use, everything.

And have you noticed anything about how rapid it is all becoming?

If you have, that's an excellent observation. I can tell you have a lot of potential. Our world is growing exponentially, every single aspect of it.

Yet more than ever before, nearly everyone is glued to social media and is getting distracted so often that,

Their ability to think creatively has been *decimated*.

We believe that the focused mind is the ultimate weapon.

A mind that can create ideas with ease and pick out the fantastic ones, then act with speed.

The world around you has been created to keep you distracted, to keep you from doing this.

[But we have a solution.](#)

Regards,

Neurohacker Collective

PS: I'm thinking of sharing my story about how I ended up hundreds of thousands of dollars in debt, to live an international life as a business manager. Be ready at any moment for my next email.

## HSO, guru's story

**Subject Line:** Life story: bottom tier salesman to millionaire business manager

August 29th, 2016

The LA midday late summer heat was blistering. There was a fly constantly buzzing on the windshield, my AC had broken down 2 days ago, sweat poured down my lousy office suit,

Honestly my life as a whole had become completely unbearable.

As always, I was stuck on the Interstate during my daily commute to work, although today was a particularly important day.

I couldn't meet quota last month, and I was still several sales call off for the month,

I already knew it was over.

God, when did it all go wrong? Was it back when my fiance left last year in January? Why did I get a measly degree in economics out of all things? And my father, is he even alive at this point? That son of a -

CRASH!

I woke up in the hospital 17 hours later, unable to move due to being all hooked up and numerous injuries: fractured ribs, internal organ damage, shattered humerus, broken arm and... Honestly I can't even remember the rest.

Needless to say, when I got out several weeks later with a bill that far surpassed any savings I had, I already knew I had lost my job.

Yet there I was, with absolutely nothing to my name but memories of anguish, broken bones and a phone, ready to end it all.

My brain was in massive pain, I had trouble thinking of anything useful or thoughtful. As I spent day and night researching what my next move should be on my phone, I finally stumbled upon the golden solution.

February 11th, 2023

I am currently writing this email to you in the exact same heat as that fateful day six and a half years ago, however the ocean breeze, shade and this ice cold tropical drink soothe my soul.

Today I manage the finances and strategies for various businesses, in fact, if you are interested you may contact me directly (you have my email), but that is not what I am here for.

The main difference between myself and my former self is simple. Our minds do not compare. Not a single ounce of thought is the same, the way I think, the way I speak, I'm simply unrecognizable.

And it all stems from one thing: **mental power**.

Using a product SPECIFICALLY DESIGNED to strengthen your neural pathways, sharpen your focus, inspire creativity, motivate, feed you energy, keep you undistracted, fine I'll stop, but you should know that I could keep going on.

I CHANGED MY MIND.

[What are you waiting for? Boundless creativity awaits you.](#)

# DIC, buy the product

**Subject Line:** Quantum Thoughts

Creativity and confidence set you apart from everybody else.

As a working adult, you obviously know this.

But what if there was a *natural* way to better your creative thought process?

Wait, an ancient Chinese plant known as Ginkgo Biloba and another ancient Indian plant Bacopa Monnieri do exactly this?

And what if we combined another **26 biologically-available** ingredients meant to:

Keep dopamine levels naturally high,

Double your focus compared to caffeine,

Support memory and delay dementia,

Keep you motivated from dawn to dusk,

[Find out what I'm talking about](#)

PS: I've got one final deal for you. Check back on Monday.

# PAS, final email

**Subject Line:** Become your Creative Self

Creativity is split into 2 distinct processes:

You are probably already an expert at divergent thinking, the process of creating thoughtful ideas (brainstorming).

But every single human struggles when it comes to convergent thinking, which allows you to pick your best ideas, refine them, then act.

Sounds familiar? Don't blame yourself, social media has likely done this to you.

Distracting your brain destroys your convergent thinking capabilities.

Don't lose hope though, we have a solution.

Using natural ingredients found throughout the world, from ancient Chinese forests to the life-rich Amazonian Rainforest, we've created something magical.

Does a life where you sit down for hours on end, constantly generating brilliant ideas and picking them out, perfect idea after perfect idea, and then developing them into business moves sound like a dream?

[Dream no more, it's time we wake you up](#)

PS: I've noticed you have yet to try our product, so I'm slipping you a 100\$ discount coupon for your first purchase, no need to thank me. Code: QUALIA100