
from: Sandra Di hello@sandradi.co
subject: how fast can I actually expect results?
preview: the honest timeline, fast part and slow part
send_at: Mon 2026-06-15 08:00 ET (~T+42h)
phase: P6
purpose: Timeline-expectation email. Honest about the fast part (a single video can move quickly) and the slow part (the business compounds over months). Uses Margo + Dania timing.
references: bycrawford p6_07_how-fast-results-sam.md / students.md (Margo first-video timing, Dania "immediately") / honest non-linearity

Hey {{first_name}}!

Are you wondering how long this actually takes before you see anything? Good. That's the right question to ask before you commit to something.

Here's the honest answer, in two parts.

The fast part can be really fast. When the targeting and structure are right, a single video can move quickly. Margo's first video after we reworked her approach hit 4,000 views fast. Dania put the strategies in immediately and her next video crossed 17,000. One good video, built right, can outrun a year of guessing.

The slow part is the business. A channel that pays you \$10,000 a month is not one video, it's a system compounding over months. The email list grows. The evergreen videos stack. The product gets sharper. My own \$160,000 year came from videos that were one to three years old, still working while I recovered.

So if you're looking for "rich by next week," I'm not your person. If you're looking for "a real business inside the next year, built on assets that keep paying," that I can show you. Trust me, the math takes time and then it doesn't stop.

The creators who quit at month two are almost always the ones who quit right before it clicks. If you want me in your corner for that stretch:

👉 [Apply here](#)

You're doing great. Keep going ❤️

Sandra ❤️

P.S. The single fastest result I see is clarity. Most people leave the first call finally knowing what to film next. That part happens in week one.

Kit setup notes: merge tag {{first_name}}. Send Monday AM. Suppress on applied. From name Sandra Di. Verified student timing only (Margo fast first video, Dania immediate). No invented numbers. Application URL CTA.