

100 Push Ups: <https://vimeo.com/965444883?share=copy>

## **CONTEXT:**

*I am a full time primary school teacher and I have a fully online business called Teacher's Perspective. I offer 1-1 online maths tutoring for children aged 7-11. I also have several products:*

- Worksheets and practise books for children to complete at home to improve their maths ability*
- Video lesson courses for children to learn maths at home*
- Book/ebook for parents to learn more about how they can best support their children at home.*

*This email sequence will be sent to my list of potential customers - more on that below.*

*Please note that I am using British English (the REAL English). Maths is always written as Maths.*

*^This is a joke.*

### **1. Who am I writing to?**

Hussain is one of the potential customers on my list. I have collected phone numbers and email addresses from various

sources, including a paid service that connects tutors with parents seeking support for their children. Most parents I will contact are mothers aged 30-50. I am targeting parents in the Gulf Region (Qatar, UAE, KSA, Bahrain, Kuwait), where I reside. Hiring tutors is common here, and I have worked with families using online material for home support. My products and services, communicated in English, are aimed at expatriate mothers from Europe, South America, and North America. This demographic is most vocal online about their concern over their child's ability. From my teaching experience in Qatar, I know many parents from these regions are interested in hiring tutors.

## 2. Where are they at right now?

Parents know their child may struggle with maths, having concerns for a while or realising it after end-of-year reports in June. They seek support or try to help their child themselves, worried about the current and future impact. Their child's lack of confidence in school leads to anxiety and problems at home with homework. The child's issues affect the parents, who feel helpless, like bad parents, needing guidance, and worried about their child's future. During the summer break, there is little urgency, but I have intensified the final email to prompt action now.

## 3. Where do I want them to go?

I want parents to feel confident they are supporting their child correctly. They need to recognise and address the issue. Seeing a clear, understandable plan in place will reassure them that their child's maths issues and future prospects are being resolved. Their current panic or pain can be alleviated, knowing their child is getting the needed help. They should feel hopeful for their child's future and proud of taking the necessary steps to support them.

#### 4. What are the steps I need to take to get them to where they need to go?

1. Recognise that there is a problem: *your child is bad at maths and that is not ok. Take the test to see the level your child is at.*
2. Educate them on how the issue can be resolved using the expert methods of me, a teacher with over a decade of experience: *my 5 point framework to maths success that no other teacher uses.*
3. Make clear the dream state that they will feel when their child is improving at maths and give them hope: *follow the steps to see your child improve and build confidence*
4. Turn up the fear of failure and not taking action: *statistics stack, amplify the pain felt if your child doesn't succeed*
5. Present the tiered offer: *go it alone (buy my book), get help with the next step of the framework (buy my Arithmetic Mastery course), go all in and take massive action and make all your problems go away (hire me as a 1-1 tutor).*

### **MY PERSONAL ANALYSIS OF WEAKNESSES**

I know that the main problem with this is that it is too long. I want to be able to condense it, particularly the 2nd and 3rd email. Most people access their email on their phone which is why I have tried to space it out in this way but I feel as though this impacts the flow. Sometimes the lines do not seem to run on well to the one below it. This is particularly true at the end of each email. I want to be able to write something that is really punchy that sticks with the reader but I am finding it hard to think of something other than just 'speak soon'. I know that this needs a stronger CTA.

The start of the second email is weak and it doesn't capture the reader right away. The reason why I added it is because I think, in order to make this email sequence the most effective, the reader

has to actually take the action from the first email. I want to reference this without sounding so boring.

I have experimented with formatting and visual changes in the past (bold, underline and italics), but I have found that I am a bit excessive with it and whilst I know that it would make a positive difference when used sparingly in these emails, I am unsure of where it would have the most impact.

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**EMAIL 1**

**Subject:** *Is your child stuck in MATHS MISERY?*

Hi Hussain,

Are you feeling concerned about your child's progress in maths?

Is it difficult to help your child at home without knowing if you are teaching them the right things?

Many children who struggle in maths at home also find it difficult in school.

Without the right support, they can fall further and further behind the other children in their class.

Establishing your child's current level is the first step towards improving their ability in maths.

I offer online assessments that tell you the specific areas your child needs the most support in.

In just 15 minutes, you and your child can feel confident that you are learning the right material when practising maths at home.

The best part? It's completely FREE!

Click the link below so your child can take the test NOW!

- [My child is in Grade 3](#)
- [My child is in Grade 4](#)
- [My child is in Grade 5](#)
- [My child is in Grade 6](#)

Speak soon,

Ross Mackell  
Grade 4 Teacher and owner of Teacher's Perspective

**\*SOCIAL MEDIA HYPERLINKS FOR PROOF\***

P.S. Look out for my next email where I'll be sharing my 5 Point Framework which allows ANY child to make accelerated progress in maths...

## **EMAIL 2**

**Subject:** *I think I might be the only one...*

Hello!

How did your child get on with the assessment?

If you haven't had a chance to try it yet, I'll leave it at the bottom. Remember, it takes only 15 minutes!

Some parents have many questions when they see their child's results.

You might be wondering what you should do next, whether your child's score is good or bad or even if you need to get some professional help  
What I am about to share with you will answer all of those questions and more!

I really think that I might be the ONLY teacher who teaches maths in this way.

Sure, there are many great maths teachers out there but they usually 'teach to test' or bombard children with unnecessary learning.

With my 5 Point Framework, I make sure that children work methodically and gain a sound understanding of maths.

This gives them the confidence and the ability to make accelerated progress in all areas of the maths curriculum.

I have developed this Framework during my (more than) 10 years experience as a teacher.

It has been so successful in the classroom that it feels wrong to not let parents use it at home too!

After going through the 5 Point Framework, children feel more confident, use more mathematical language, embrace new challenges, become more active in lessons in school and even enjoy doing maths work at home...sometimes.

AND, if you have already completed the assessment, you have already completed step 1 of the framework! Nice work!

So here it goes, the 5 Point Framework that works for ANY child to get better at maths:

1. Establish current level (you've probably already done this)
2. Identify weaknesses and gaps in understanding
3. Build a solid foundation in arithmetic and place value
4. Deepen understanding with reasoning and problem solving questions
5. Continue progressing onto more challenging questions that increase in complexity

Knowing exactly what to do when supporting your child can give them confidence and help establish a stronger bond between the two of you.

If you have any questions about the framework or you need any support with your child's maths journey, get in touch via social media. I'd be happy to help!

Speak soon,

Ross Mackell  
Grade 4 Teacher and owner of Teacher's Perspective

If you are ready to do the test, click the link below so your child can take the test NOW!

- [My child is in Grade 3](#)
- [My child is in Grade 4](#)
- [My child is in Grade 5](#)
- [My child is in Grade 6](#)

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### **EMAIL 3**

**Subject:** *The choice is yours...*

Hello Hussain,

I hope you are doing well!

Parents always share with me how pleased they are when they see their child making progress in maths.

They describe it as a weight being lifted off their shoulders.

The fears they had about their child falling behind in class, having low confidence or even failing to get a job in the future finally go away.

No longer do they have to battle with their child when it comes to homework. Their child sees the improvement they have made. For once in their life they feel confident about taking on new challenges.

Children who understand maths perform better in other areas of the curriculum like science and technology too.

In the world of computers and devices, a strong ability in maths is essential for all high paying professions.

70% of all university degrees require at least a high school qualification in maths.

I've seen many older pupils struggle in maths and the problem always goes back to the time they were 7-11 years of age.

If children start to fall behind in maths, they find it very hard to catch up.

Fortunately, if you are reading this email, you have already started to take the first steps in securing your child's future by supporting them in maths. Parents like you make the job for us teachers much easier so thank you!

You are on my email list now and I will be sending out supporting information and free resources regularly. If you really would like to stop hearing from me then you are welcome to unsubscribe and I wish you the best! You can always follow me on social media or send me a message if you want to re-enroll.

If you wish to take upon the challenge of supporting your child alone then I would like to direct you to [this](#).

Here you'll find my book [Teacher Truths for Parents and Pupils](#). I wrote it for ambitious parents who want to support their child at home but just need a little bit of guidance.

As you have already completed the first and second step on the 5 Point Framework, I want to offer you some help with the third...

Arithmetic is a foundational skill in maths and it must be taught correctly in order to ensure it is learned.

My [Arithmetic Mastery](#) course is the best way for children to learn at home. In just 10 lessons they can track their own progress, learn through repetition and be mildly entertained by my teacher's jokes.

This is a more hands off approach for parents. Simply set your child up with a pen and paper and then digital Ross Mackell will do the rest!

Finally, for the parents who are ready to give their child their fullest support I can offer my [1-1 online Maths Masterclass](#).

This is open to children of any ability. I will personally take them through the 5 Point Framework with specially designed lessons tailored to their own level of understanding.

It includes homework which I will mark and give feedback on as well as an assessment at the beginning, middle and end of the course. I will also meet with you to discuss your child's progress and even send out a digital certificate of completion at the end of the Masterclass.

This is the best way to ensure your child makes the most progress in maths in the least amount of time.

Whichever you choose to do, I'm happy to be of assistance to you via social media. Feel free to send me a message whenever you need support or just to share how you are getting on with learning at home!

All the best,

Ross Mackell  
Grade 4 Teacher and owner of Teacher's Perspective

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