

Business Objective

The business objective is to convert 5% of new subscribers into paying customers by persuading them to purchase and visit the landing page of the Near-Death Experience Science and Spirituality Course.

Funnel/Marketing Asset

We will use an Email Marketing Funnel where we first test two sequences and then select the one with the highest conversion rate. These two sequences are a 3-email series and a 5-email series.

Who Am I Talking To Now?

New Subscribers:

These individuals have just joined Sacred Acoustics email list after engaging with posts or podcasts. They are actively searching for relief from persistent stress, anxiety, and sleeplessness, but they haven't found a solution that truly sticks. Some of them(it's a bit hard to tell the exact percentage) have tried meditation apps, supplements, and various self-help methods, yet those that have tried remain stuck in a cycle of temporary fixes that leave them feeling more exhausted and frustrated than before.

Gender: Primarily women (70%), men (30%)

Age Range: Mostly over 40

Occupation: They work in various fields, from mental health professionals, engineers, yoga instructors, to corporate executives and busy parents, but they all share one common struggle: feeling overwhelmed by the constant mental noise and emotional pressure they face daily.

Where Are They Now? Current State of the Avatar

What Are They Afraid Of?

Their biggest fear is that their current struggles will continue indefinitely, that they will never escape the anxiety, stress, and sleepless nights that have plagued them for so long. They're terrified that this mental exhaustion will eventually lead to physical and emotional burnout, damaging their relationships, careers, and health.

One customer described their fear:

"I used to lie awake at night, my thoughts racing from one thing to the next. I was terrified that this was just my new normal—that I'd never be able to relax or sleep again."

They worry that without a solution, their anxiety will continue to chip away at their well-being, leading to deeper issues like depression, chronic stress, or health problems.

What Are They Angry About?

They're frustrated with themselves for not being able to manage their mental well-being. They've spent money on meditation apps, supplements, books, and workshops, yet none of these have provided the lasting relief they so desperately need. It feels like they've tried everything, only to end up in the same place—still anxious, still sleepless, and still stuck.

Real example of customer language:

"I tried everything under the sun—meditation apps, yoga, herbal supplements—but no matter what I did, I was back to square one. It was exhausting to feel like nothing would work for me."

Top Daily Frustrations:

Constant Mental Chatter: This is their biggest problem which is the main cause for their other problems. Their minds are constantly racing with worries, to-do lists, and self-doubt. It feels like their brains are stuck in overdrive, preventing them from being present in the moment or finding any true sense of calm. One customer described it as, "No matter what I was doing, my mind was always somewhere else, work, family, things I hadn't done yet. It felt like I could never just be still."

Restless Sleep: Sleep is one of their biggest struggles. They either can't fall asleep, wake up frequently during the night, or wake up too early with their minds already racing. This lack of rest is wearing them down, making it harder to function during the day.

Overwhelmed by Responsibilities: They're juggling work, family, and self-care, but it feels like they're constantly dropping the ball in at least one area. The pressure to balance everything leaves them feeling stretched too thin, unable to focus on what really matters.

What Are They Embarrassed About?

They're embarrassed that despite their professional success, they can't manage their own stress. Many of them work in fields where they're supposed to have everything together—whether they're a therapist, yoga instructor, or corporate executive. It's embarrassing to admit that they're struggling with the same issues they help others manage.

How Do They Feel About Themselves?

They feel trapped in a cycle of anxiety, sleeplessness, and stress that they can't seem to escape. Despite their best efforts, they haven't been able to quiet their minds or find the sense of peace they crave. This leaves them feeling like they're failing—not just in managing their mental health, but in life overall.

Where Do I Want Them to Go?

I want them to visit the landing page for the Near-Death Experience Science and Spirituality Course and feel an immediate connection between their struggles and the solution this course provides. The testimonials, the science-backed approach of brainwave entrainment, and the spiritual insights from NDE research should resonate deeply, making them feel hopeful that this course is the key to finally breaking free from the cycle of anxiety and sleeplessness.

What Steps Are Needed to Get Them From Where They Are to Where I Want Them to Go?

Build Desire:

Tap into their frustration with past failures. They've been let down by wellness products before, but make it clear that the Near-Death Experience Science and Spirituality Course is different—this is the deeper, more transformative solution they've been looking for. Highlight how this course goes beyond surface-level solutions by combining both scientific methods and spiritual insights, offering a holistic path to lasting peace.

One customer said:

"I've tried every app and meditation out there, but Sacred Acoustics was the first thing that really worked. It didn't just help me relax—it changed the way I felt every day."

Strengthen Belief:

Use testimonials from others who were once in their shoes—skeptical, frustrated, and stuck in a cycle of stress—but who found real, lasting relief through this course. Emphasize the scientific credibility of brainwave entrainment, backed by testimonials from people who've seen dramatic results. One Sacred Acoustics user shared:

"I'd struggled with anxiety for years, but after using Sacred Acoustics, I finally felt like my mind was quiet. For the first time in my life, I'm able to sleep through the night."

Address and Demolish Objections:

Money-back Guarantee: Reassure them that they have nothing to lose with a 14-day refund policy, which allows them to try the course risk-free.

Increase Certainty:

Provide a clear, step-by-step roadmap of the benefits they'll experience as they progress through the course. Use specific, concrete examples of what each module will deliver—whether it's deeper sleep, less anxiety, or a stronger spiritual connection. One customer said,

"After just one week, I could feel the shift—my anxiety started to fade, and I felt more present in my life. By the end of the course, I felt more connected, peaceful, and in control than I ever had before."

First Draft

3-Email Sequence

Email 1

Subject: Hey (First Name) Have Your Life Been Feeling OverwhelmingLately?

It's Karen here. I want to ask you something personal...

Have you ever felt like you're juggling everything—work, family, your own well-being—and no matter how hard you try, your mind just won't quiet down? The racing thoughts that spin faster and faster, and the creeping doubt that makes you question if you'll ever truly feel at peace?

But what if it didn't have to be this way?

In tomorrow's email, I'll reveal something different,

Something that has helped many people Just like you, Break free from the mental noise and find true balance and lasting calm.

It's not a quick fix, but something deeper that could be the shift you've been waiting for.

And if you are too eager to wait, and want to be ahead of tomorrow, you can find more information [here](#)

Email 2:

Subject: How THIS Experience Can Change Your Life

Hi {firstname},

As promised, today I'm sharing something truly different, and that is the **transformative power of Near-Death Experiences (NDEs)**.

But you might be wondering, "How will this help me?"

Well you see, in NDEs, people consistently report an overwhelming sense of **unconditional love**—a deep realization that **all is well** in life and each struggle or challenge just becomes a natural fulfilling part of life instead of an endless headache.

The method I promised is our **7-module system** designed to gently guide you into the same deep state of peace and clarity reported by NDE experiencers, without needing a life-altering experience.

Plus, we use **our brainwave entrainment**, a tool proven to reduce anxiety by 26%, among so much else.

If you are curious about how this works you can learn more [here](#).

I know how frustrating it can feel when nothing seems to work. But many others have felt the same way, only to find that this approach made all the difference.

Tomorrow, I'll share real stories from people who've experienced these shifts using this exact 7 module tool. Could your story be next?

Email 3:

Subject: "[First Name], This Is YOUR Turning Point."

I know it's not easy to believe that something could finally quiet that constant buzz in your mind. **Amanda**, who meditates daily, felt the same way.

She had tried numerous methods to calm her thoughts, but nothing seemed to create a lasting impact—until she joined this course.

"I LOVE the meditations," Amanda said. "Often when I meditate, I enter another plane, and tears pour down my cheeks. It feels like a release of deep, pent-up emotions, much like stretching your body and feeling tension dissolve. This course guided me to a place of profound peace."

"feels like I keep stretching higher and higher to the Creator of All That Is." You are awesome teachers, providing us fascinating choices each day, guiding us into the meditations and stretching of our consciousness. I'm not certain this makes sense, but it feels like I keep stretching higher and higher to the Creator of All That Is. What a glorious feeling."

This course goes deeper than anything you've tried before. With brainwave entrainment and NDE insights, it opens doors to deeper spiritual transformation.

Now, I want to be upfront,

this course has only been offered once before,

while there aren't limited spots, we're not sure when it will be available again.

So this is your chance to experience a shift that could change everything. With the 14-day refund policy, there's no reason not to give it a try.

Join the Course Today and start feeling the difference. You deserve this.

5 email sequence

Email 1:

Subject Line:

Wait, THIS 3 Word Experience Can Change Your Life?!

Hi (first name), It's Karen again.

I want to paint a quick picture for you...

You're juggling with everything—work, family, your well-being, and no matter how hard you try, your mind just won't quiet down?

The racing thoughts spinning faster and faster, the overwhelming pressure to keep it all together, and that creeping doubt making you wonder if peace is even possible?

But what if there's a deeper, lasting solution? One that goes beyond quick fixes and helps dissolve stress and anxiety from the inside out?

This might seem out of pocket, but people who've had Near-Death Experiences (NDEs) often return with a profound sense of peace, love, and clarity.

They feel deeply connected and, most importantly, know that everything is truly well..

The good news is, you don't need to experience an NDE to access that same state of calm.

Tomorrow, I'll dive deeper into how these insights can help you. So watch out for your inbox

Email 2:

Subject Line:

How To Utilize The 3 Word Experience To Your benefit

Hi (first name)

Yesterday, I shared how NDEs bring a profound sense of peace.

Today, I want to tell you about a great friend of mine, **Eben Alexander**, a neurosurgeon who experienced an NDE that changed his life forever.

During his NDE, Eben encountered a world filled with unconditional love and calm—something he hadn't experienced before.

He came back with a realization that all is well, even in the most chaotic moments of life.

It shifted his entire outlook on life and opened up a path for others to access this peace without needing to experience an NDE.

And that's exactly what we're offering: a way to tap into that deep state of peace, combining **Eben's life-changing insights** with our **brainwave entrainment technology**, which are among so many things scientifically proven to reduce anxiety by 26%.

If you want to learn more already then click [here](#).

Tomorrow, I'll share a real scenario from a person just like you who has found incredible shifts using this approach.

You'll see how their lives transformed and why this course could be the turning point for you too.

Email 3:

Subject Line:

What You Can Expect From The NDE Insights

Hey [First Name],

I know it's not easy to believe that something could finally quiet your mind for good. But let me tell you about **Amanda**, who felt the same way.

She tried meditation, supplements, and countless methods to calm her thoughts, but nothing created lasting relief,

Until she experienced our 7 step module course and the results were fantastic to put it simple..

This is just a small chunk of what Amanda said:

"I LOVE the meditations. I go into another plane during meditation, and tears pour down my cheeks as deep, pent-up emotions are released. It's been the most powerful experience of peace I've ever felt."

This course goes deeper than anything you've tried before.

By blending the profound lessons from NDEs with brainwave entrainment, you'll experience a level of peace and clarity that's both life-changing and life-lasting.

Amanda's journey is just one of many examples. If you're ready to experience your own transformation, now's the time to take the step.

The sooner you start, the sooner you'll feel the shift.

Email 4:

Subject Line:

"[First Name], Will This Be Your Turning Point?"

By now, you might be wondering, how is this different from everything else you've tried?

Great question. What sets this apart is the **combination of brainwave entrainment and Near-Death Experience insights** we have talked about in the last few days.

This method isn't about surface-level meditation or temporary calm. It's designed to tap into the same deep peace that NDE experiencers describe—a state of unconditional love, where everything truly feels okay.

As we said this goes deeper than anything you have tried.

Here's what Marcelle had to say after experiencing this journey:

"I can't put into words the feelings of expanded love that I have felt after listening to the recordings. I've had the most wonderful experiences with your sound recordings. They not only relax me, but they also completely open my heart and put me in a blissful and ecstatic state. I can't put into words the feelings of expanded love that I have felt after listening to the recordings."

And no, it's not priced at thousands and thousands of dollars like other transformative programs at this level.

We have made it way more accessible because we want to help you.

And that is why we have also made a **14-day refund policy**, so you can try it without any risk to see if it genuinely works for you.

Email 5:

Subject Line:

"This Is Your Change! (First Name) Take it"

This is your moment. You've heard the stories, and now it's your turn to experience this transformation for yourself.

Our **Near-Death Experience Science and Spirituality Course** has only been offered once before, and we do not know when it will be available next.

Now is your chance to embrace change for the better, to live a more fulfilling life and unlock the potential that lies within you, this is it.

And with our **14-day refund policy**, there's no risk in giving it a try. This is the shift you've been waiting for, and the shift you deserve to experience for yourself.

Join the Course Today and start feeling the difference today [here](#).