

Email sequences for self-defense courses

Email 1

TODAY IS A BIG DAY



Welcome to “Captain” Chris Pizzo’s Self-Defense Newsletter. As a subscriber, you’ll have access to — according to every other subscriber — The best newsletter covering the Self-Defense world. It’s a lot of power so use it wisely.

In the next email, you’ll learn exactly what to expect from these newsletters. And as promised, it’s only the best.

Email 2



Here's what to expect

- ✓ **Short but sweet.** You'll get little snippets of important information from the courses in case you miss one, you weren't paying attention or you simply forgot. (Don't worry it happens)
- ✓ **What's behind the curtain?** You'll be able to access quick previews of every course to mentally prepare yourself for life-changing lessons.
- ✓ **You're special.** Tips and Tricks from The Man himself that you wouldn't get from the courses.
- ✓ **Last but NOT least.** Everyone once in a while, we'll hide a secret code that will allow you to get discounts, information on live events, and more.

P.S. If you want to keep receiving these emails then you must reply to each one to be put higher on our list, so you'll be first to learn any new valuable information.

Email 3



Glad you're here again. Don't worry you won't regret it.

"Self-defense is not only our right; it is our duty"

I ask you, dear reader, will you continue down this path of being afraid of ever getting into a confrontation? Being afraid of any man who is slightly intimidating?

Or will you finally break free from the shackles, and train not only your body but also your mind into an unsubmitable force to be reckoned with?

The choice is yours

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