

4 questions:

1. Who am I talking to?

I am talking to Michael. He is a man, 21 years old, flipping burgers at McDonald's. He is broke making little to no money just enough to pay the rent.

He wants to pursue something meaningful but he never starts or finds the courage or energy.

He often likes to read motivational content because it gives him direction and energy to do something meaningful.

He fears failure, being judged by others and himself on the life he lives.

He is often stuck with negative habits, circumstances, or self-talk.

Micheal isn't confident in himself and is scared to interact with people.

Micheal has financial and physical (his body is weak) insecurities.

He finds himself being angry constantly at himself for not doing what is right, he often puts himself down with negative talk.

Micheal feels overwhelmed by the tasks and stress he has to endure in his 9-5.

He is frustrated for making no progress and he feels stuck forever.

He thinks he is a failure and is scared that one day his family or friends will say it.

Micheal desires stability and freedom but often doesn't want to put the effort in to deserve it.

He feels better and stronger when empowered and that is why he is reading and consuming motivational content.

Micheal wants to impress his family and friends but mostly he wants to impress himself. He wants to feel proud and respected for his work.

Micheal dreams of being confident and able to socially interact with other people better.

2. Where are they now?

How has their day been by now? (feelings, frustrations, pains, happy moments, etc...)

The same for their life?

Micheal is using their phone at home or work to consume some motivational content. Micheal sees the email and must be hooked by the SL immediately or they will go to short-form content.

The email must be interesting to them the WHOLE way. Easy to read, understand and follow.

Micheal must receive something in every email- value, dopamine, etc...

He has been at work for most of the day- feeling tired and frustrated with their current inability to run away from the 9-5 job.

He feels like trash and not important while at work.

3. What do I want them to do?

What state of mind they are in?

What are they looking for?

What are they thinking, and feeling?

What are their fears, distractions, and doubts?

What questions are they asking themselves right now?

Address their thoughts...

In the first email, I am nurturing him and trying to provide value for him. The idea is to make him anticipate my emails.

In the second email, I will be trying to sell a course based on the info I got from the first email.

Micheal often comes to the emails for motivation so he feels demotivated, lacking energy or power, feeling useless, and tired.

He thinks about how can he escape his current situation the fastest and easiest.

His fears are Fear of failure, fear of social judgment, fear of stagnation.

Short-form content (TikTok, Youtube, Instagram) is his biggest distraction.

4. What are the steps?

1 email

1. Get his attention using a strong CTA.
2. Keep his attention on the email.
3. Make him reply to the email with his goal for 2024 and some form of commitment

2 email

1. Get his attention using a strong CTA.
2. Keep his attention on the email.
3. Sell him a plan based on his New Year information.

Roadblocks

1. Skepticism Towards Solutions: Many in the target audience are wary of quick fixes and distrustful of the efficacy of personal development products.

- Solution: Focus on building credibility through testimonials, case studies, and detailed demonstrations of long-term benefits. Emphasize the scientific basis or proven track record of the methods used.

Show that you are interested in helping personally them and their desires.

2. Information Overload: There is an overwhelming amount of content available, which can be confusing and counterproductive for individuals seeking guidance.

- Solution: Curate and streamline content. Offer clear, step-by-step guides and focus on providing actionable insights.

Personal analysis

First email:

1. Better logical connection between sentences.

Second email:

1. Use the commitment better.

The personal analysis is small but I genuinely couldn't find anything more to improve.

Email 1

Subject line: How to become an overnight success in 2024?

Hello (Name),

Most losers make New Year promises that they immediately break when the first obstacle arises.

“I will hit the Gym every day when the New Year starts”

They give up after max 2 weeks and return to their meaningless life staying insignificant forever.

But good that ain't you, right...

You want to become the Man who walks through a door and all women stare in adoration and all men look with respect.

Not some insignificant loser who never gets acknowledged by women in his life.

Imagine staying invincible to all women for the rest of your life.

Ending your entire bloodline and staying lonely forever.

There is only one way to become the man of your dreams.

Hint: It's by working on your goals every day consistently.

I can help you stay consistent but you need to share with me your main goal for 2024 (money, fitness, relationship, etc...)

If you give me this information I will send you back a carefully made and tailored plan on how to actually set and approach your New Year goals.

Only actual Men are allowed to access this special offer🔒.

Email 2

Subject Line: Your tailored New Year plan!

Hello (Name),

You now know that you are THE MEN but still, you need to prove it to the outside world.

That can only happen through remarkable results on your (Insert) journey.

Below we have a special survey that will give out to you the most personalized plan possible and the date you will achieve your (detailed result).

You just need to answer 10 questions.

Now you have your plan, start actually following it and implementing all the lessons in it.

But I want to warn you– There will be many hard and time-wasting challenges...

So why don't you use personal 1-1 help from someone who has already been through your exact Journey?

If you do, you will get your (his specific goal) at least twice as fast and without that much effort.

So the offer is → Getting the results and benefits from the journey with much less effort and at least twice as fast.

If you click now you will achieve (his specific goal) until (date) 🖱️
(Link)

If you do it alone you will struggle until (date).