

First Email Sequence

Who am I talking to?

Mostly men, any age range but mostly 18-30

Where are they now?

Little to no fighting knowledge. An average man. Not strong, muscular, fit or tall. Ready to run away at the slightest glimpse of trouble because they are incapable of defending themselves. They feel anxious when walking the streets alone, especially at night or in rough areas. They are embarrassed of being beat up, especially in front of a woman they like, and they're probably scared of joining a Boxing or martial arts gym because they don't want to get beat up there either. They think spending years learning a combat sport won't aid them much in a no-rules street fight. This tarnishes their self belief because real men are portrayed with the ability to protect themselves and their loved ones.

My avatar's roadblocks & solution that will solve their roadblocks

ROADBLOCKS: They cannot physically defend themselves because they have little to no fighting experience and they're scared of conflict. Their status and respect as a man is the cost of this.

SOLUTION: Moreso identity instead of physical capability. Being able to go anywhere any time with complete confidence and comfort knowing if someone tried to harm you/others you care about, you could easily subdue + beat them up in little time. Not only beating them, Beating them with EASE whilst not having to sustain any injuries yourself. Being the top dog around your mates and impressing women.

PRODUCT: My product is the most efficient way to achieve the solution because it requires very little time to learn, is inexpensive for the value it provides, and contains time-tested techniques from an undefeated no-rules fighting champion.

What actions do I want them to take at the end of my copy?

To purchase Tom's 'The Lost Art Fighting Video' which teaches my avatar Tom's secret techniques so they can quickly and easily reach their dream state.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

- 1) Their objections must be reframed. No, it doesn't have years of training/time. No, it doesn't matter that you are small or inexperienced or too old/young. No, it doesn't matter how big or experienced your opponent is. No, you won't have to take a bunch of hits and damage before you are able to beat them.
- 2) Their dream state desires must be amplified. Walking through life with utter confidence because they are reliable enough to protect any of their friends, women (to impress them), or family. This is status based. My avatar must see that learning to defend themselves is missing a piece to them becoming a high-value man who is respected, unmatched, adored and relied upon by his peers.
- 3) Their fears should be amplified. Relating to the reader's current state to expose their lack of protective ability. However, I believe that focusing on desires/hope is a better approach, so I will only sprinkle bits of fear into my email sequence.

Personal analysis:

After recycling my copy through my own eyes and chatGPT, I'm happy with most of it. Andrew said to aim for >150 words 'unless it's an HSO maybe'. But I want to know if my HSO is still too long. I feel like I have no more lines to cut out without subtracting value from my copy. Additionally, my 4th email is pretty long as I felt like I needed to tease the product at some point or another (taking inspiration from the copy I've been reviewing). Overall, I've tried to correct everything I can to ensure your feedback is as valuable to me as possible. Thank you legend.

Reference copy:

https://drive.google.com/file/d/1yv4ggldLbqCXORV_Xqr10HwBxMkgtl0o/view?usp=drive_link

Email1: Welcome + Tease

Congratulations on applying for my free 'NEVER lose a fight again' eBook. From my 22 years of no-rules combat knowledge, I firmly believe in its significance to your personal growth.

Why am I giving you this?

Because every man should be able to fight for his own,

To walk freely through any street with complete confidence that he can protect himself and his loved ones, no matter the opponent.

There are too many low-life thugs with nothing to lose. I don't like that.

I want to transform you into **wishing** they would try messing with you.

To do this, you must first destroy the illusion that your lack of fighting experience, height or size matters.

In my following email, I will show you why they don't and how I became the man I am today.

-Tom Proctor

Email2: HSO Introduction

I was surrounded. Nowhere to run.

This was my first near-death experience.

A few hours prior, I was filled with excitement that I couldn't contain.

I landed a movie date with a beautiful coworker. She said “07:30 pm on the dot.”

I was suited up and out the door by 7:00.

The theater was just an 8 minute walk from my place (which I planned on subtly mentioning in hopes we’d end up there after).

I paced to the Movie Theatre, heart racing.

So distracted that I didn’t even stop to notice the group of large silhouettes ahead of me.

When they grabbed me, my heart sank and I froze in fear.

People must love minding their own business because my shriek for help did **nothing**.

I got mugged.

Left alone.

With a broken wrist from my fall and a broken nose from a steel-capped boot.

I vividly recall staring at my short, bloodied, scrawny body in the mirror that night.

I was no man. I was pathetic. I couldn’t protect myself or those around me and I had this coming to me.

Now - when people say “Tom Proctor”, they follow it with “**The undefeated 17-0 fighting champion.**”

Influenced by Tao Chi Do masters, I uncovered the secret techniques which crushed my limitations of size, age, skill, and fear, fueling my victories inside and outside of the ring. (And I finally got that coworker back to my place.)

It is inevitable that one day you will be in the wrong place at the wrong time.

As I reveal my key fighting techniques, will you have the courage to use them?

-Tom Proctor

Email3: **DIC Pure Value Email**

There is one requirement to make even *black belts* too scared to mess with you.

You don't need years of fighting experience.

You don't need 200 lbs of pure muscle.

Your mindset and techniques alone are far more powerful.

A surgeon's skill means nothing if they're scared to conduct a surgery.

Are you the type of man to face conflict head on, or the type to run away?

If you're the type of man with the sheer will to protect himself and his loved ones, my training is made for you.

And you're already halfway there.

All that's left are the right techniques, to subdue even the largest of fighters.

These techniques are so hidden, so unusual that they are almost always overlooked.

Remember, only you can come between your loved ones and violence.

-Tom Proctor

Email4: DIC Sales Email

It will never be a 'fair fight'.

Street thugs prey on weaklings that they 'KNOW' they can beat up with no risk.

This is where you step in, and show them how unfair the fight truly is, **for them**.

'The Lost Art Fighting Video'

For the first time, I am sharing my entire 22 years of no-rules combat knowledge.

This 60 minute video will supercharge you with the confidence and unmatched capability to protect those around you, or even begin a fighting career of your own.

Here is a brief description of what you will learn:

1. The single biggest mistake in street fights: thinking you need to get hit!

Dance around your opponents, no matter their experience, then drop their pride (and head) to the ground in one fatal swing.

2. The bigger they are, the harder they fall!

How to manipulate an opponent's larger size for a comically unfair advantage. This is how I survived 17-0 in the ring being pitted against opponents 40lbs heavier than me and 2feet taller than me *every time*.

3. The secret to quadrupling training progress!

How I transformed a group of 15 anxious, weedy boys **and girls** with ZERO fighting experience to effortlessly seizing a record-breaking 64 one-sided victories between them in one night!

These techniques (and others which are simply too many words for this email) do not require years of training.

They require one decision:

Will you be the man who bravely confronts danger, wielding the power to defeat any opponent,

Or the boy who runs?

Both will eventually be forced into a situation that could cost them their lives.

[Click here](#) to begin your ultimate transformation into a man who protects.

-Tom Proctor

P.S. This video is too powerful to end up in the wrong hands, which is why I will soon reduce access only to those I trust in my personal life. I advise you to make your decision sooner than later.

Email5: PAS 'Final Push' Email

Running into conflict is inevitable.

The only certainty is that it **will** come, whether you're searching for it or not.

When you're tackled to the ground, frozen and drenched in fear, you have no option but to cry out "someone help!" hopelessly.

Your life and the life of anyone with you is now in the hands of someone who **does not care**.

Can you even ensure the safety of your loved ones?

How will your future wife and kids look at you the same?

Will you continue to see a pathetic, helpless excuse of a man in the mirror?

Click [here](#) to unlock the secrets of turning any street fight into a one-sided victory.

-Top Proctor

Thank You again,

- Jason