

hi G's this is my first landing page and email sequence, I'm trying to complete my mission landing + email sequence in the bootcamp. I've picked a product from the swipe file. HERE IS THE LINK TO MY 100 PUSH UP VIDEO ON RUMBLE

*<https://rumble.com/v47yt46-january-19-2024.html>

WHO AM I TALKING TO...

I'm talking to people over 18 years old. Men and Women but Women dominate the self defense field, all of them are looking for safety, confidence, self awareness, they have been victims or want to prevent themselves from some type of aggression.

WHERE ARE THEY

they are in a stage of confusion, they don't know which type of self defense style suits them best, some have tried endless courses and are fed up by the results. Others are just new in the game, looking for experienced instructors, certified by a reputable organization to learn from....

WHERE DO I WANT THEM TO GO?

Basically they are lost, I want to guide them to the right location, where their problems can be solved. I want to give them a feeling of trust in my customer brand, and satisfy their needs, take them through the journey, help them feel at the right place, with good care and professionalism. On top of that I want to expose them to a group of people that share the same struggle and are willing to push harder.

WHAT ARE THE STEPS I WANT THEM TO TAKE

I want to catch the audience's attention on my client's social media, direct it straight to a landing page where I give away free value content (ebook), in return I get their email address. After that I am going to send them a welcome email sequence then step by step introducing my client services.

ROADBLOCKS:

People are afraid to make changes in their lives, which leads them not to take action. Sometimes they make random excuses such as being out of shape, short, inferior gender, no martial art background, busy job...self esteem is very important in this game. They have a lack of commitment to train every day and stay consistent.

SOLUTIONS:

The self defense class teaches you how to defend yourself in a dangerous situation. make you feel confident, aware of what to do to come out of a threatening situation. Help you to feel in control of your lives and conscious of your surroundings or potentials threats

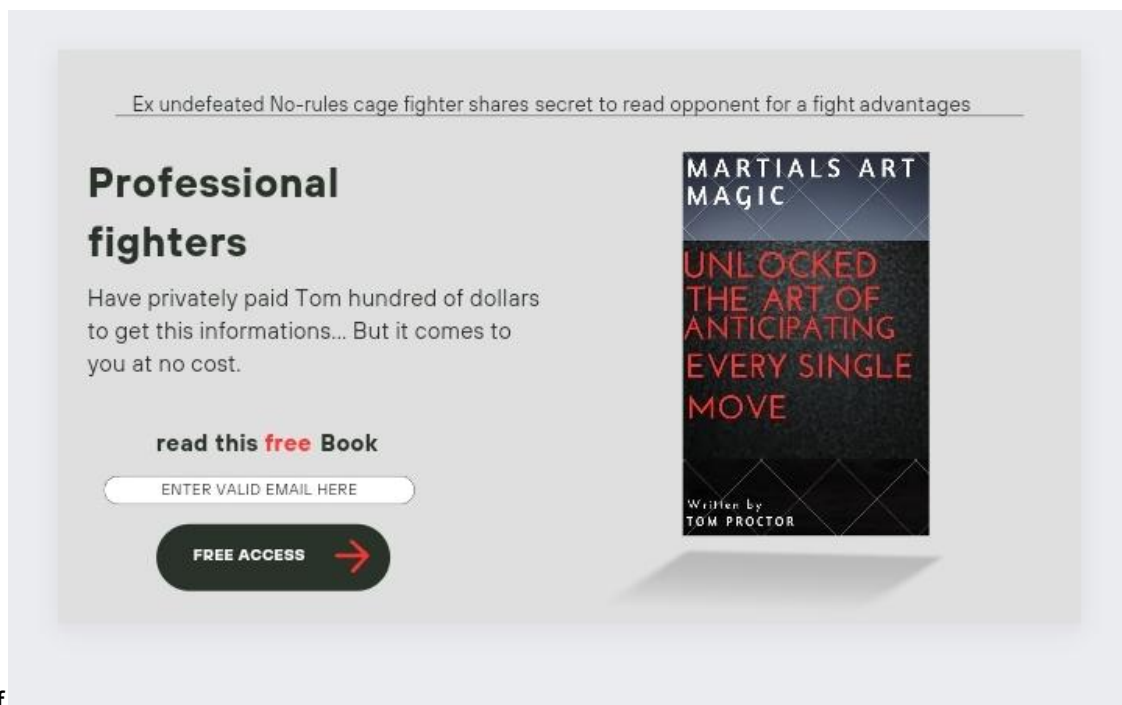
PRODUCTS:

This program is designed to arm you with a variety of skills that's going to stay with you forever. My client service is the only solution to their problems, they'll get access to well structured courses with all the important information beginners need to know about self defense, not only that they get access to a weekly live session where they can definitely ask questions to their coach and learn from each other in the community.

PERSONAL ANALYSIS

I think my landing pages is kind of weird, i've done my best to make it desirable for people who want to learn self-defense but look like something is missing, maybe the color wasn't shiny enough or the words weren't convincing at all, I don't know, I need to do a lot of work on my CTA as well, I can see they're really average, kind of empty and terrible. The way I tell the story does not make the audience go through a wave of emotions.

LANDING PAGES



FIRST EMAIL

You're in (name)

No martial background ? we'll equip you with lifelong skills to defend yourself

get ready for 10 weeks of mastering self-defense techniques to boost confidence and be in control during threatening situations.

Every Monday and Friday, I'll be sending you emails on self-defense tips, mini lessons, awareness training, personal safety advice, Q&A sessions...

WARNING

click [here \(link\)](#) to access the book and join our community of like-minded individuals. Let's embark on this journey together!

Be ready to practice everyday.

In case you do not know who I am!

I'm Tom Proctor, an undefeated NHB fighter, kickboxing and Muay Thai fighter who regularly defeats opponents at least 20 years younger and 40 pounds heavier than myself.

My expertise in the self defense world allows me to rub elbows with domestic and foreign Special Forces such as SEALs, DELTA, Russians Spetsnaz, Federal CIA, FBI, big city SWAT cops and Black Bags Operatives organizations most civilians will never, ever know about... and I'm going to be your self-defense instructor.

SECOND EMAIL

HSO FORM

QUIET RESIDENT NO MORE: THE UNEXPECTED HERO WHO DEFIES THE CAPE STEREOTYPE

Suddenly, a masked figure emerged from the shadows holding a knife demanding, "your wallet now" with a threatening voice.

Everything got a bit scary as the light bounced off the shiny blade, and at that critical moment, John knew the urgency to act fast to stay safe.

His self-defense instinct kicked in, realized that he had to use a specific technique he had learned...

He took a deep breath and focused on his mind. The intruder didn't know what was coming as John quickly stepped aside and grappled the robber's arm.

In a split second, He then used a judo move turning the aggressor's own force against him.

Caught off guard, the robber fell to the ground, dropping his knife.

Quick as a lightning, John instantly grappled the knife, pressing it firmly against the robber's throat.

The clash of metal and skittering echoed through the quiet street, drawing the attention of vigilant neighbors who quickly came out and were surprised by the unfolding drama.

Then called the police and waited for them to arrive.

As law enforcement took the intruder into custody.

John, once a quiet guy, became a local hero, his self-defense skills turned potentially dangerous situations into a display of strength and skills.

The street of Ridgefield felt safer, thanks to the unassuming hero who lived among them.

Don't wait for shadows to become threats.

Equip yourself with skills that turn fear into confidence, Join our self-defense classes Now. [click here.](#)

THIRD EMAIL
DIC FORM

UNLOCK THE POWER OF UNMATCHED FIGHTING MASTERY

Imagine a world where an undefeated, mild, middle-aged cage fighter from Arizona, becomes your self-defense mentor. capable of terrifying bigger, stronger and more experienced opponents with extraordinary techniques.

What I'm about to reveal holds the potential to completely change your life...

This perfected technique finds its roots in the mysterious ancient art of TAO CHI DO. It's an extraordinary single vicious martial art technique that empowers you to dominate and humble even experienced black belt opponents ... no matter how overwatched you're in size, strength, or skill, this mastery makes potential threats think before any actions.

The best part? you can master it almost overnight, even if you're out of shape and have no previous fighting skill at all.

Imagine being the person who can make an aggressor think twice before attacking? If you want to be that person, then hear me out!

This system goes beyond self-defense, it's actually a game-changer in personal security. Learning it has the potential to transform your life and how you navigate the world.

Ready to access the Mastery? [click here now to learn...](#)