

Subject line: Jan and Jillian, more people need help...

Hey Jan and Jillian,

I like the post where you explained the reason single parents need a parenting plan for clarity and transparency for both the co-parents and stability for their kids.

I think you can even make it better.

single parents' problems can vary, and this is a reason why they get confused and never take the opportunity to change their lives.

So to fix this issue, I recommend you apply segmentation.

This strategy has been used by successful brands such as Strategic Parenting and it is the reason they are making many people subscribe to their program 'Counterintuitive Approach to Get Your Kids to LISTEN Without Yelling'.

I made an example of this strategy to use in your ads or newsletter to get more single parents to use your programs.

Single parents would see you as the 'obvious choice' and be eager to join your programs.

Not applying segmentation might prevent the growth of your brand.

I want to emphasize that this strategy involves some risk because of the effort and funds you need to spend and depends on the effectiveness of your solution, ad campaigns, and persuasive skills.

To de-risk it, you could apply it with real people first on a small scale, see if it got a high conversion rate, apply micro changes until it works, and after that, you could scale up and officially apply it on a higher scale.

So that was my recommendation, I wish you good luck in your growth.

Have a nice day.

Nayef Albaghli

The example:

### Disrupt:

Warning: Ex Turning Kids Against You.

### Intrigue:

Amid your children embracing your ex's hurtful lies...

With the weight of false accusations of neglect and abuse pressing down on your shoulders...

As you face the agony of separation from your kids, unable to see them due to your ex's actions...

And while you crave for your kids to be by your side,

### Call to action:

What you need is a solid plan to prevent these nightmares from becoming real.

Don't let your ex brainwash your kids to be against you.

Take back control and eliminate the odds of them being drowned in drug addiction because they are away from you.

Your kids deserve to have you in their lives!

Discover the plan to shield your kids from parental alienation and guarantee their safety while they grow up with you.

By applying this plan, your ex would be helpless and do nothing but accept to give up their attempts.

Click here to take control of the situation NOW!

I believe they need to make each program based on one problem and one solution. and if their program solves multiple problems, then they need to create multiple copies of the same program.

this would make it easier to create short-form copy (speaks about one desire and pain points obviously) and get the leads into the landing page that would speak only about the thing they clicked the link for.

this would land them on the appropriate landing page because they would only read the thing they care about because it is the thing they clicked the link for.