

☰ landing page mission

Email 1: (simple introduction and the actual “bait” they signed up for. You will also want to tease the content they will be getting in the next email so that they will want to come back and read it.)

Subject: fresh start

You signed for this email because you want to improve your life.

My name is Jason Fladlien and my mission is to help the best entrepreneurs and people generally to make money by being productive.

Anybody can do it.

You just need to learn how to control your own mind.

This is the first email with my free eBook “Productivity Guide: unlock your potential”.

I am glad to see that you want to do something with your life.

And I am here to help you.

Start reading, pay attention and write notes.

Talk to you tomorrow.

Jason

Email 2 - usually a HSO email where they get the opportunity to know the guru/brand’s discovery story and shift some beliefs. You can make all of the CTAs in each mail link directly to the next product in the Value Ladder. You can simply make them “Value emails” where you teach a small lesson or direct to some type of media asset like a YouTube video.

Subject: How to actually achieve triumphs.

When I was working from 9 to 5 and having “normal life”,

I was that kind of guy who was working in a IT company and my free time was tiny, Netflix, Porn, lunches at McDonald’s, watching football on the weekends...

If you would think about the definition of an unproductive guy it was me.

I was depressed, single and skinny. I was tired of my life.

One day I saw a guy who pulled up in a Lambo with chicks in front of the gas station.

It was a peak of the covid pandemic at that time. Everybody was wearing face masks in the gas station except of him.

The server said “ You must wear a mask, otherwise I won't serve you”

He replied: “ Ok, so the gas is FREE?! You want my money or not, cause I leave right now, the gas is free”

“ I will call the police!”

“ Fine call them” and then he threw the dollars on the floor and said “ I paid you”

I remember that everyone was quiet at that moment”

And then it happened - everyone was trying to get the dollars from the floor.

I had this strange feeling and ran to this guy.

I was shaking and I asked him if he could give me some money because my financial situation wasn't very good.

“ You deserve to be where you are”

I looked at his Lambo and then on my Nissan Altima.

“ If you don't like where you are get angry and do something about it, stop wasting your time”

Do you UNDERSTAND???

Jason

P.S. - Hope you all progressed in reading the eBook

Email 3 - often some type of pure Value Email that gives the reader new knowledge about their roadblocks and what needs to happen if they want to get to their dream state. This can be done with the DIC format and then either reveal the answer instead of driving the click or have them discover the answer on a dedicated page or video outside of the email.

Subject: First step

Yesterday I told you about how it all started in my life.

This is the day when it is going to start in your life.

And I want you to listen to me very clearly,

This is going to be extremely harsh, but you need to realize this,

The only way you can make a change in this world is through influence or money,

And if you have neither than shut the f up and

SAVE YOURSELF

and once you save yourself, save your family, and once you save your family save your friends, and after you save your friends save your community.

It is my time to save all of you.

First things first you need to stop arguing about useless and unnecessary stuff that you will have no effect on.

Stop watching Tik Tok, Netflix, news, PornHub, football etc..

Instead of it start to do something beneficial (like reading my eBook)

And if you really need to watch it, make it beneficial, do push-ups during TV commercials for example.

For more tips and the exact steps of how to become UNSTOPPABLE join this course

<https://drive.google.com/drive/folders/11bGJkOSOX6Z7jhkQja1hlGHK9iXeGrXS?usp=sharing>

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Jason

Email 4 - is usually a DIC email focused 100% on driving the newly educated and excited reader to go to the sales page.

Subject: Time to take this game to the next level

In the last email I showed you Jason Fladlien's Productivity Webinar,

My good friend Matt Quinn is the CEO of it,

and now you are probably thinking why him? who is he?

In my company I teach everyone my productivity method, which changed my life.

And it is changing my employees lives.

Matt wanted to create a webinar about this method where he (along with me and other billionaires from my team) is teaching those who understand that the modern world is full of distractions.

It is the devil whispering in your ear.

Stay focused.

Follow your path.

Join here:

<https://drive.google.com/drive/folders/11bGJkOSOX6Z7jhkQja1hlGHK9iXeGrXS?usp=sharing>

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Jason