

# LAUNCH SEQUENCE APP:

(Emails are on pages 3,4,5,6 & 7)

## How To Qualify For A Review

**2 - Your document must answer the 4 questions from the winner's writing process:**

### **Who am I addressing?**

I am addressing the subscribers of Dayan (my client). I have outlined in the Market Research Template what the target audience is. I am speaking to both women and men aged 20-45. Men make up 56%, and women 44% of the audience. They have an interest in fitness, especially jump roping, and they love Dayan's videos. They aspire to jump rope like him. Income level: middle class. Geographic location: anywhere in the world. > Avatar  
<https://docs.google.com/document/d/1G6Kq0nT1CB2f50S5Yu1XssiZxt5WcWh8XIHrmAsrLL8/edit?usp=sharing>

### **Where are they currently?**

At the moment, they are aware of their problem. However, they need a solution to the problem and a product that provides that solution. They want to learn how to jump rope but lack enough information to do it. They have all already purchased a product from my client and are familiar with the brand. They want to learn how to jump rope because they want to get fitter. They want to find an exciting Hobby that keeps them fit and is fun.

### **What do I want them to do after reading?**

After reading the emails, I want them all to immediately download the app and get the membership.

### **What are the specific steps in the words we write to prompt action?**

Writing a Launch Sequence: I will write a Launch Sequence, starting with an announcement, followed by providing value related to the problem they have. Finally, a series of PAS (Problem-Agitate-Solution) emails that make it inevitable for them to make a purchase. In these emails, I will precisely demonstrate how their pains can be solved through the product, enabling them to achieve their ideal state with the help of the app.

**3 - Your document must list the reader's roadblocks and the solution/mechanism that will solve those roadblocks (lesson also attached below)**

### **Roadblocks:**

- **Lack of Information on Jump Roping**-> They are aware of their desire to learn how to jump rope, but they have no information on how to do it effectively
- **Motivation and Consistency:** Some subscribers struggle with maintaining motivation and consistency in their jump rope journey.

- **Uncertainty About Where to Start:** They have a fear of not knowing where to begin in their jump rope journey.
- **Desire for Fitness and Lack of Guidance:** They aspire to be fit through jump roping but might face challenges in finding the right guidance and structured training to achieve their fitness goals
- **Lack of Community and Like-Minded Support:** They feel isolated in their jump rope journey, lacking a community of like-minded individuals who share similar goals.

#### **Roadblock/Solution/Mechanism/Product:**

- **Roadblocks:** In the copy, I will go in on all their current pain points/roadblocks and show them that these roadblocks are the reason they do not have their dream state
- **Solution/Mechanism:** To show them what the solution is I will show them clearly so that they understand what they have to do to overcome these roadblocks.
- **Product:** I will place the Product which is the App as the vehicle to achieve their results. I will give them clear reasons why the app is what they need to get to the success they want as fast as possible. I will also position it so that I tell them that my Client used the same learnings that are in the app to get him to where he is now. This will prove that the app works.

#### **4 - Your document must include your best personal analysis of your copy's weakness and how you think you should improve it**

I think the weakness of my copy is that some parts of it are generic and may not be compelling to the audience. A weakness is that it may have a little less urgency or scarcity elements in it because the product is not completely finished and I don't know what elements I can put in at the moment. But it's hard to point out many other weaknesses because I tried to optimize it as much as possible.

To improve it I will wait until I get the Review. Then if you think it's too generic I will put in more targeted copy to target the audience better. To put in Elements of urgency and scarcity I will have to wait until the product is finished and I have talked to my client about it.

#### **5 - You must share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.**

<https://rumble.com/v46m8rf-pushups.html>

**Thank you for the Review!!**

## **Subject Line: Dayan Kolev App Launch – Make Jump Rope progress like no one else!**

Hey {first.name}, it's Dayan here!

I'm very excited and proud to announce something amazing today: Introducing the Tangled App – Your ultimate key to unlocking the extraordinary in your jump rope journey!

Did you always want to learn these tricks you see people do online but won't start because you didn't know where to?

Have you always desired a healthier and fitter lifestyle, along with a supportive community, but struggled to find one?

Whether you want to lose weight, gain muscle, learn basic jump rope skills, adopt a healthier nutrition routine, or master even the most difficult jump rope tricks.

– Tangled will help you achieve it all!

### **What awaits you?**

Dive into hundreds of power-packed video lessons and discover the exact teachings that guided me to go from this: video of Dayan Beginner to this: Video of Dayan Pro

- Jump rope mastery
- fitness
- nutrition
- mindset

Tangled is your exclusive partner on your jump rope journey to a healthier and fitter life.

### **But there's more!**

After downloading my App, you will get:

- Step-by-step video tutorials
- Access to a private community, where you'll learn from like-minded individuals, share your progress and inspire others
- Exclusive Live Calls with me
- The Chance to join fun challenges and win amazing rewards
- Access to Exclusive Jump Rope Content I don't upload on social media

Ready for your transformation?

[Click here, download the app, and kickstart your jump rope journey to a better you!](#)

Let's achieve progress you never thought possible.

[Download Button]

With excitement,  
Dayan Kolev

**P.S.** The first **1000 downloads** get access to a special bonus module! 🕒

**P.P.S.** Stay tuned for my next Mail where you'll discover the **5 worst skipping mistakes** you can possibly make and how to fix them!

Value Mail 1: **Subject Line: Master Your Jump Rope Skills with These 5 Pro Tips!**

Hey {firstname},

Ever feel like you can't consistently skip for more than a few seconds before having the rope hit your shins? Don't worry; you're not alone.

Many beginners make avoidable mistakes that slow down their progress. Let's turn that around.

Here are the Five biggest mistakes I've noticed beginners make and, more importantly, how to fix or avoid them:

### **1. Elbows too wide:**

✗ If your elbows are too wide, the rope shortens, making it challenging to clear. This leads to potential contact with your feet or head.

✓ Solve it by keeping your elbows as close to your body as possible.

### **2. Incorrect rope length:**

✗ Many beginners face challenges with ropes that are either too long, causing difficulties in handling and jumping over, or too short, resulting in limited space for the body.

✓ Solve it by stepping on the rope with one foot, taking the rope by the handles, and pulling it up until the end of the handles reaches your lower chest – voila, that's your ideal rope length.

### **3. Using your arms too much:**

✗ New jumpers often use their arms way too much. This leads to having no tension on the rope causing it to just fly around which makes it uncontrollable.

✓ Keep your arms near the center of your body and only utilize your wrists, forearms, and elbows for jumping, ensure your shoulders and elbows remain relaxed.

#### **4. Jumping too high/ Leg kick back/ Knee raise :**

✗ Jumping too high, kicking your legs back, or raising your knees, are common mistakes that can disrupt your rhythm and hinder your ability to clear the rope consistently.

✓ Jump exclusively on the balls of your feet, ensure your height is only as much as needed to clear the rope with minimal space, and gently bend your knees to absorb the impact.

#### **5. Doing too much too soon:**

✗ A Lot of people get so excited about jumping rope, so from zero, they start to do it every day for 20-30 minutes. But because their body isn't used to it a lot of injuries happen.

✓ For beginners, begin your jump rope routine by jumping every second day, allowing a day of rest between sessions. Begin with just 5 minutes a day and gradually add 1 minute per session to avoid sudden changes for your body.

Use these Tips in your next workout and I promise you will see BIG Changes

Stay consistent and always keep aiming for more!

Best of wishes,  
Dayan

PAS no. 1#

**Subject Line: How to DEFEAT the #1 Barrier to Jump Rope Success**

The Number 1 Reason you have yet to see the Progress you wanted to see in your Jump rope journey is different from what you think it is.

It's not your lack of motivation nor your fitness, stopping you from achieving your goals.

It's the fear and overwhelm that comes when you think about starting your jump rope journey without knowing where to begin.

You're scared that you won't make progress and will waste your time; you're afraid because you don't know where to start and how to learn the skills you've always wanted to learn.

I get it because I've been there too.

I know that this initial fear can be overwhelming and not being able to do the amazing tricks you see other people do is frustrating, but if you choose to push through, it will transform your life.

Now you may ask yourself: " But how do I learn all this stuff? I don't know where to begin."

Don't worry.

For this exact reason, I have compiled everything you need to know, to go from absolute beginner to Jump Rope Master.

To help exactly people like you to overcome this daunting fear allowing you to rise to undeniable greatness.

**Now, the decision is yours:**

Will you let fear dictate your life?

OR.

Will you rise above it and pursue your deepest desires?

[!\[\]\(5abce1a84a655b073239ab33e1199487\_img.jpg\) Click here to get access to my compiled knowledge take the path of fearlessness and fulfill your Jump Rope Dreams !\[\]\(639c696bd25d6fc2a5b70c1771576fc9\_img.jpg\)](#)

PAS no. 2#

**Subject Line: How to become the person that actually gets the Jump Rope Results they want:**

Do you truly want to become exceptional at jumping rope?

Will you give it all to learn the amazing tricks you see all these people do online?

**Think about it.**

Are you giving your absolute best in every single jump rope session?

Are you effortlessly mastering even the most challenging skipping tricks?

Are you making other people drop their jaws when they see you doing your jump rope routine?

**OR**

Do you search for excuses to avoid hard work?

Do you know exactly what you should do but hesitate out of fear?

Are you someone who always wanted to learn how to skip but didn't commit to it?

**Here's the twist:** You get to decide who you want to be.

Will you be the person who fully commits to mastering jump rope and getting a healthier and fitter life?

[Take the precise step-by-step journey that transformed me from an absolute beginner to a Jump Rope Master! 🚀](#)

