

1. Who am I writing to?

I am writing to beginners - intermediate chess (level 2 sophistication/awareness, as there are few to no courses that have similar headlines or make similar claims) players, 15-25 years of age. Could be older, but I think customers at this age, would be more emotionally attracted to the course. They are frustrated as they got into Chess from YouTube videos, where they saw top players make the game look easy and when they try it themselves, they find it very frustrating and hard to master. They are constantly in competition with their friends and they want to surprise them with their amazing play and new/higher ELO rating.

2. Where are they right now?

They came to the community through an ad via FB or IG, that promised a free course on a certain opening. (F.E. "95% win ratio opening by Hikaru", something that caught their eye and made them enter their email to get the free course)

3. Where do I want them to go?

I want the players to feel shocked, disturbed, and very surprised that it is possible to master chess in as quickly as a few months. I want them to enter the sales page of the course.

4. What steps do I need to take them?

I need them to click through to the sales page where they will be further intrigued to buy the course.

I want the reader to feel disturbed and shocked that it is this easy to get to 2000 ELO if you know how... I am using the **4 principles of Chess** as a hook to their curiosity so that they feel like they are missing out on something and that through this email they can learn it. To boost my credibility and their trust levels I am using "my client" Fabiano Caruana (the #2 player in the world) as the guru, who teaches and praises these principals. I am increasing the value of my

offer by lowering the cost with a bunch of counter common-belief statements so that they don't have to grind Chess puzzles and spend hours analyzing the game, which has been the only way of mastering Chess for YEARS.

DIC type of email.

SL: Jump to 1500 ELO in the next 2 weeks!

Are you still analyzing every game you play...

Only to blunder your Queen in the next game you start?

If so, pay close attention...

I am about to reveal a playbook that will get you better at Chess
than 95% of players

And make your friends question if you are a GM already

This playbook covers the **4 key aspects** of Chess, highlighted by Fabiano Caruana,

The #2 Chess player in the world, known for his inhuman calculations.

And he is almost handing you his superpower on a silver plate.

Whether you are an intermediate or a complete beginner...

This game plan is your fastest route to join the 5% of elite players

In as little as 2 weeks

[Click here and discover the 4 Chess keys to skyrocket your ELO](#)