

**1. Give us the whole context:**

I am working with my client, using the CONQUEST PLANNER from the Agoge Program to develop a winning strategy. I've been creating checkpoints, and currently, I'm at the stage of creating reels for his social media to generate leads for his website. These leads will ideally purchase products from his cosmetic brand, Saint Alchemy, affiliate products, and his 1:1 coaching service, the "Metabolic Reboot Program." Here is my [CONQUEST PLANNER](#) with checkpoints and corresponding tasks.

My plan right now is to create video scripts for my client to gain a larger audience and build trust and certainty so I can promote mid-ticket offers like the 1:1 coaching service more effectively. However, due to having extra time, I already wanted to take some time crafting the welcome sequence. This is what I did now and I'm setting my second email into play. For context, I'll also show you email #1 of the email sequence so you can gain an overview (look at the bottom).

**2. Tell us about the avatar:**

**[Market Research – Kelly's Target Audience](#)**

My avatar, male or female, aged 20 to 50, seeks to reverse aging, prevent diseases, and boost vitality naturally through a holistic approach. They are wary of quick fixes and gimmick hacks.

**3. Market and customer sophistication, based on the diagrams:**

**Stage 3-4 market sophistication** - My market is tired of all the claims. I need to lead with a unique mechanism or an improved version of an existing one.

**4. What type of business/niche are we talking about?**

We are discussing the holistic health and wellness niche, combined with ancestral wisdom. This targets individuals aged 20 to 50 who want to prevent and reverse health issues to enhance vitality and longevity through natural, enduring solutions, avoiding quick fixes, and fad diets.

**5. Tell us what product your client sells:**

My client sells a 1:1 coaching service called the "Metabolic Reboot Program." It's designed for people seeking lasting health solutions through a holistic approach, abandoning quick fixes and gimmick hacks.

**6. To send a link to the client's website and social media accounts:**

[Instagram](#) and [Website](#)

**7. Tell us what your client has tried before (why did it work/why didn't it work?):**  
**IG posts:**

My client hasn't tried much and is inactive, posting occasionally on IG. This approach hasn't worked because the content isn't exciting or attention-grabbing, and posting is irregular.

8. Tell us every measurable metric the client's gotten somewhat recently:  
/
9. Tell us what his current revenue is:  
Occasionally a couple of hundred dollars when he gets a client or sells affiliate products.
10. Tell us the source of your client's attention (with numbers for attention):  
Primarily social media, specifically Instagram.
11. Do 100 pushups/situps/squats:  
[100 push-ups video]

## WINNERS WRITING PROCESS:

BUSINESS OBJECTIVE: Get email subscribers from level 2 -> 4 market awareness

### 1) WHO AM I TALKING TO?

I'm talking to men and women, aged 20-50, who want to reverse aging, prevent diseases, and boost vitality naturally - with sustainable solutions that give them lasting results life-long.

- Market research: [Market Research – Kelly's Target Audience](#)

### 2) WHERE ARE THEY NOW?

They have opted in to join the email tribe and have already received the 1st email, an introduction email about who I am, what the reader can expect, and what I am doing. But they are still level 2-3 problem -> solution aware and don't really know what they should be doing

- Market Awareness:** Level 2 -> 3; Problem/solution aware
- Market Sophistication:** Stage 3 - lead with a mechanism

### Current State:

- Frustrated with past "solutions" that haven't delivered lasting results.
- Skeptical of your program's effectiveness, especially 1:1 coaching.
- Desire to reverse aging, prevent disease, and boost vitality naturally.

### Dream State:

- Feeling confident and energized with a healthy, youthful glow.
- Experiencing sustainable results that improve their quality of life.
- Having complete trust in your program and expertise.

### Thresholds (1-10):

- Cost: (Identify based on market research)

- Certainty: 3 (Low - They doubt the program's effectiveness)
- Trust: 4 (Moderate - They've opted-in but are unsure about 1:1 coaching)

### **Starting Levels (1-10):**

- Desire/Pain: 8 (High - Strong desire to address aging and health concerns)
- Certainty: 3 (Low - Uncertain your program can deliver results)
- Trust: 4 (Moderate - They've opted-in but are unsure about 1:1 coaching)

### **3) WHAT DO I WANT THEM TO DO?**

Click the email

Hook them to read the email

Read it, gain certainty, and get them from level 2 -> level 4 market awareness

Click the link to join the Metabolic Reboot Program

### **4) WHAT DO THEY NEED TO SEE/FEEL/EXPERIENCE TO DO THOSE THINGS?**

HOOK THEM TO READ IT:

- Points out known problem
- Shows how known problem leads to staying in current state

READ IT:

- Reveal solution to problem/roadblock
- Show how the Metabolic Reboot Program is the best form of solution that gets them to their dream state faster, easier, better, and with less risk
- Proof for the value equation

CLICK THE LINK:

- Urgency, FOMO

### **Reader's roadblocks and solutions/mechanisms**

- **Roadblocks:**  
Previous solutions were unsustainable and focused on quick fixes.
- **Solutions/Mechanisms:**  
1:1 coaching with a holistic approach to health allows for sustainable healing and provides accountability, avoiding quick fixes and gimmick hacks.

### **Personal analysis of the copy's weaknesses and improvements:**

- The headline is probably weak and could be more suitable for stage 4 market sophistication. However, I decided to stick with this headline because the top player used it (I have attached the top player's copy after email #2).

- I believe I have increased desire, certainty, and trust well but I'm unsure if the certainty and trust part isn't a bit cheesy.

## **EMAIL #2 OF THE WELCOME SEQUENCE:**

### **feeling frustrated because of your draining health issues?**

Hey – Kelly here.

If you're struggling with aging signs, low energy, or disease...

**It's easy to get frustrated and hopeless,  
not knowing what to do about these health issues...**

I get it.

Especially when you've tried so many things to fix these issues:

From the latest supplements...

To fad diet...

Detoxes...

Big Beauty cosmetics...

Nothing works.

I totally understand that you're frustrated...

These "solutions" promised big results...

But they have let you down and gave you quick fixes that only covered up your health problems...

*You need to approach it differently.*

Don't focus on quick fixes.

*Instead, focus on the root cause of your health issues.*

**It's the only way to get lasting results – guaranteed.**

And in the Metabolic Reboot Program, we exactly focus on that.

No quick fixes, no “*gimmick hacks*”, only a sustainable solution that will give you lasting results – allowing you to heal *ASAP*.

Why can I say this with conviction?

Because after being in the health space for almost two decades...

And studying for [number] years from holistic MDs and practitioners...

I've been able to combine holistic wisdom with modern science so you can experience lasting results!

So...

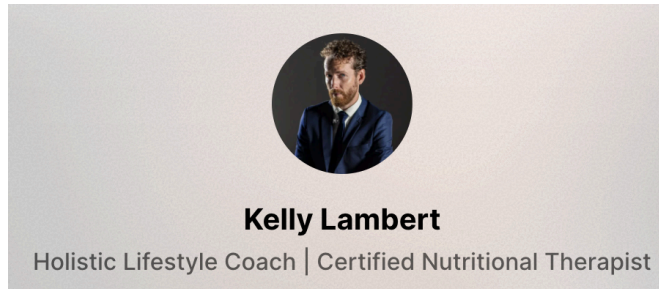
Which brings me to the point that...

If you want to reverse aging, boost energy, and prevent diseases...

With healing methods and tools that are proven to work as they stand the test of time...

[>>>Click here to apply for the Metabolic Reboot Program.](#)

Cheers to your vital and happy life 🙌



**THE TOP PLAYER'S COPY I HAVE MODELED FOR EMAIL #2:**

<https://acrobat.adobe.com/id/urn:aaid:sc:EU:2e8f4ebf-fc3c-490c-ab75-6d935a09e4ca>

**EMAIL #1 OF THE WELCOME SEQUENCE:**

**Welcome to the Email Tribe ☀️**

Hey there, It's Kelly Lambert.

I am a metabolic health coach, nutritional therapist, and a creature of light 🌅

I'm glad you joined my private email tribe to help you on this health journey!

Your inbox will not only be blessed with free esoteric health advice...

But also with the latest tools and methods that add to your vitality!

[Something positive -> e.g. warming welcome picture of you in the sun spreading arms]

*By the way, at the end of the email, **a special welcome gift awaits you** with a discount on ALL products on my website!*

But before we get into that...

I want to share what you can expect inside my tribe!

*Just about every week I write about...*

...natural anti-aging hacks big beauty hides from you, how to heal skin issues, metabolic health optimization, gut health & microbiome, sleep hygiene, ancestral nutrition, energy-boosting secrets, how to prevent diseases...

*And much, much more...*

**(\*Add me to your email contacts to make sure you get all of this stuff!)**

[Picture]

[About Kelly's health background -> increase trust levels]

[Picture]

[About Kelly's learning background -> increase trust and certainty levels]

[Picture]

But now as promised...

***Here's your special welcome gift...***

Because you've joined my exclusive email tribe...

I wanted to welcome you with a discount code only email members have access to:

**WELCOME10**

Use this code on [my website](#) when checking out to get 10% off on all products!!

Enjoy!

**To the best of your health and vitality,**



**Kelly Lambert**

Holistic Lifestyle Coach | Certified Nutritional Therapist