

P.A.S. Email Copy

Pain Amplify Solution

Goals: Make the prospects feel unsatisfied with their current situation and want to change.

Leverage emotions to direct actions. Amplify any insecurities and/or fears. Induce urgency and a need to take action.

Subject Line:

You will improve your game so much faster if you adopt this WINNER'S mindset 🔍...

Think back to your most recent game...

Are you reminiscing about all your best moments, highlights, and feeling satisfied?

Is it a match that you would publicly share as one of your best?

Or...

Are you reminded of all regrets you have with your placement, footwork, and tactics

The truth is, with so much information online, improving at badminton has never been easier...

But being unable to differentiate helpful from harmful information is why so many people are stuck and unable to improve

The key to improving at anything in the shortest period of time is and has always been to obtain access

Every top player that has ever existed has had access

And Winners are constantly seeking and searching for access

Access to the best guidance, access to the strongest network, and access to the right opportunities...

If you genuinely want to improve your badminton skills fast, you need to start seeking access

Winners, your team is waiting for you inside...

Discord Link: Secure your Spot Now...

P.S. If you are serious about standing out from regular players, playing like a pro, and improving skills faster than everyone around you...

CTA - Click Here to Unleash your full potential

Explanations

Subject Line:

You will improve your game so much faster if you adopt this WINNER'S mindset 🔍...

This subject line is a scroll stopper for your target market. When a prospect reads this, they have already tried or are trying to get better at badminton. They can resonate with the subject line as they are not improving as fast as they want to. Furthermore, any prospects with struggles getting into the right mindset before games or when they are actively trying to get better will want to find out what this sort of mysterious WINNER'S mindset is. The purpose is to inspire curiosity and not reveal what the mindset to improve is. By clicking on this, prospects are choosing to use their time and attention. Thus, with this email they are expecting some value to learn what the winner's mindset is.

Section #1: Visualization

Think back to your most recent game... Are you reminiscing about all your best moments, highlights, and feeling satisfied? Is it a match that you would publicly share as one of your best?

Emotions are best triggered when readers can visualize what is happening or what has happened in the past. With these sentences, it keeps the attention of the reader as he/she needs to personally think "Ok When was my last game? What happened during that game?" During this time, the reader will have flashes of certain moments during the game, certain regrets, certain highlights. More importantly, the reader's mistakes and repeating problems in their game will be brought into their minds. For example, the reader might be thinking of the backhand clear they kept hitting that was too short, causing them trouble over and over again through the match. Lastly, when I said "Publicly Share" the purpose is to amplify insecurities the prospect may have to the MAX. It is basic human nature to be afraid of what others think of them and worried that they might be looked down on. Thus, if they do not feel they are proud of their skills enough to post it online, they will feel a need to take action. This strategy allows us to bring the reader's fears and problems into their minds in a discrete way, without blatantly stating something like "What troubles are you having in your match?" which can come off as pushy and salesy.

2 Paths:

Or... Are you reminded of all regrets you have with your shots, placement, footwork, and tactics The truth is, with so much information online, improving at badminton has never been easier... But being unable to differentiate helpful from harmful information is why so many people are stuck, unable to improve

Using the "Or" we force the readers to now choose between two paths. Was their game perfect? Or was there something that kept it from being what the reader wanted it to be. It is

very unlikely that their game was perfect, and so any small insecurities or bad shots the reader had are now amplified in their minds and they are part of choice #2. The next two sentences call out the target market and any past solutions to their problems they have tried in the past. It is a problem that prospects can resonate with and feel engaged to want to learn what to do instead. This sets the stage for when we present our solution.

Solution:

The key to improving at anything in the shortest period of time is and has always been to obtain access

Every top player that has ever existed has had access

And Winners are constantly seeking and searching for access

Access to the best guidance, access to the strongest network, and access to the right opportunities...

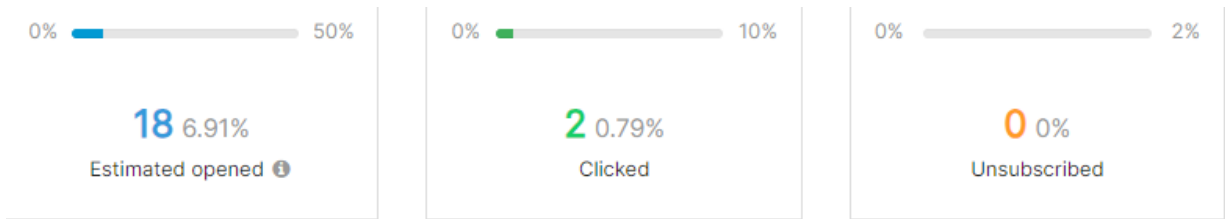
Access. A word that is typically not presented as a solution. This is different, and thus the very reason why readers would want to continue reading. In this section we reveal the answer to the winner's mindset, which is essentially to seek the best training, network, and opportunities. When I wrote "And Winners are constantly seeking and searching for access" I purposely placed it above explaining what the access really means. This is because after that statement, the reader's initial curiosity of what the "winner's mindset is," is satiated. However, they are still trying to figure out what the access is! Lastly, the access I talked about reflects everything in your virtual coaching program, and readers will have it in mind when they read what you have to offer on your sales page.

Pushing over the edge with personal attacks:

If you genuinely want to improve your badminton skills fast, you need to start seeking access Winners, your team is waiting for you inside..... Discord Link P.S. If you are serious about standing out from regular players, playing like a pro, and improving skills faster than everyone around you...

In this section, I started by connecting the reader's chain of thought. If they want to improve at badminton, they need to go about improving with the winner's mindset, if they want to adopt the winner's mindset, they need to start seeking access. Thus, now, the readers are wondering how they can get access to the best training, network, and opportunities. One of the parts of access was the network. Thus, I believe that doing a CTA to your discord server would be an easy, low ticket free item for your prospects to take. With the P.S. It is sort of a personal attack to the prospect's character and values. If the prospect is serious about getting better and wants to stand out, they will feel a personal incentive to want to click and find out how they can go about doing so. Even if it is not part of their nature/beliefs, the very wanting to associate themselves with playing like a pro and standing out will make them want to click.

Results



Trackable open rate ⓘ	6.91%	Click Rate	0.79%
Trackable opens ⓘ	17	Unique Clicks ⓘ	2
Total Opens ⓘ	32	Total Clicks ⓘ	14
Average Time to Open ⓘ	N/A		
Number of Complaints ⓘ	0	Last Clicked	08-03-2023 01:00 PM