

# Email 1

Subject line:

👉 Picked the wrong career?

👉 [2nd chance] Would you pick the same career? [winner - 35.40% Open Rate - 0.22% Click Rate]

👉 Should you go back to school?

Have you ever been at work and thought, "I wish I could do something else?"

Maybe you wished you were doing something else to make a living?

Or maybe like your career but sometimes you wonder if there was something you would be more passionate about?

I know that was the case for me.

What do you do in that situation?

Do you - A) Go back to school so you can get a new job?

Or B) Just live with the choices you made?

Many people would pick one of the two and call it a day.

But what about an option C?

This is something I thought a lot about...

How amazing would it be to make a full-time income without having to work full-time hours?

It's possible...but first, I'm going to make a contradiction.

You will have to work MORE to work LESS.

Let me explain.

Let's say you wanted to sell products online.

There's a lot of upfront work you will need to do before you even make a penny.

This is why I tell my students to keep their job.

If you quit your job - you lose your only income source - and you will probably run into trouble.

As a matter of fact, my first 3 products failed miserably.

If I had quit my job, I would've ended up going into debt.

And I don't want that for you.

You don't have to take on unnecessary risk.

Just as I tell my students who are learning to sell products on Amazon...

If you can commit to at least 1 hour a day (while continuing your day job) then you can build a profitable and reliable business over time.

It might start out with a small \$100 a month.

And then you can move up to \$1,000 a month - \$2,000 a month - \$5,000 and beyond.

During this time...

You will have to invest your money...

You will have to work many hours...

There will even be times where you think about quitting...

All before you make a penny in return...

But if you want to build your path, you have to be willing to put in the extra work.

Then one day - just like many of my students have seen - something will change.

The income you make online will exceed the income you make from your job.

You will no longer need your job to earn a living.

Does that sound like the way you want to live?

Well, I can show you step-by-step how to do this.

However, this isn't something I give to just anyone - [that's why I want you to talk with my team first.](#)

That way, I know you're serious about this.

Because it does take a lot of work and you have to be ready for that.

[If you are ready, then book a call now.](#)

And I hope you have a great day,

[Signature]

## Email 2

Subject line:

- 📧 Amazon vs your own website - who wins?
- 📧 Why people start businesses on Amazon [winner - 34.86% Open Rate - 0.21% Click Rate]
- 📧 I'm bias - here's why you should be too

E-commerce.

If you're interested in getting into e-commerce, then you might've seen the debate.

Which is better? Selling on Amazon or building your own e-commerce website?

I'll say it...

I'm 100% biased...

But you should be too!

Here is why people choose to start their business selling on Amazon over other e-commerce options.

### **#1 People Go To Amazon As Buyers**

Did you know a typical ecom website has a conversion rate of around 3-5%?

Meaning out of 100 people that stumble on your ecom website, only 3-5 people will buy...

And one reason for that is; when you're browsing the web, you're not necessarily in 'buyer mode'.

On the other hand...

When people browse Amazon, they're usually there to buy.

And that's why you can expect up to 20-30% of your visitors to buy. You don't need 1000s of visitors just to get a few sales...

### **#2 Amazon Takes On All The Risk**

Amazon consumers know if they don't like something about a product they get, it's very easy to refund it.

There's very little consumer risk.

But with an ecom site, you have to build that trust yourself. And that can take a lot of work upfront.

You also have to make sure there aren't any glitches or things in your site that make your brand unprofessional...

But Amazon already has their presentation dialed in.

### **#3 People Already Have Their Credit Card On Amazon**

This is huge!

And it all comes down to 1 word:

Trust.

People have bought on Amazon before.

That means making another purchase becomes easier

Just think about your own consumer choices.

How often do you shop at the same place for groceries?

It's so much easier to go to the same place isn't it?

It eliminates the thought process.

Amazon knows this so they make it as easy as possible to buy again - removing any friction.

They even patented the "1-Click" button back in 1999.

If people want something they don't even have to go through a checkout. Their address is saved. Their credit card is saved...

If they like what they see - all they have to do is press one button!

Talk about hassle free shopping...

There are more reasons why people chose to sell on Amazon vs other options...

However, these are the 3 of the biggest reasons - and is why I'm biased to Amazon.

And if you want to sell products online too - I believe Amazon is the best place to be.

But with that said, to be successful you need the right system...

Even though Amazon has all the customers you'll ever need. You still have to know how to get your product in front of them...

And because there are so many sellers, to be successful you have to be a master of product research...

You also have to know the tricks to getting the lowest price with suppliers...

And how to brand your product and get the quality you'll need to attract swarms of buyers.

And that's exactly what I'll show you to do step-by-step in my mentorship program.

From researching products to negotiating with suppliers...

Getting your product on the first page of your category and a whole lot more...

I break it down for you so there's no confusion about what you need to be doing next.

[Just book a call with us and we'll help you get started.](#)

This is just the beginning,

[Signature]

## Email 3

Subject line:

👉 What if you were the only store in town?

👉 What if your store had 200 million shoppers? [winner - 34.72% Open Rate - 0.22% Click Rate]

👉 Before you start a business

Imagine you owned the ONLY store in town...

How successful do you think you'd be?

You could launch any new product and have it do fairly well, right?

Well, that's exactly what it's like for Amazon.

For many people, Amazon is the go to place to shop online.

Many people even walk around physical stores with their Amazon app open to compare prices.

It's no wonder how Amazon makes billions every single year.

And it's no wonder why over 200 million people shop on Amazon.

Now, what if Amazon allowed you to launch a product on their website?

Think that you would have a solid chance at success?

Well, Amazon made that possible.

And the best part...

Unlike a physical store, you don't have to pay for rent or hire employees...

You don't even have to spend time delivering your product...

All you do is 4 things:

Find a good product.

Source for a supplier.

Launch the product.

Optimize/Scale your store.

And Amazon handles the rest.

I know this works because I have many students who were able to make a full-time income selling products on Amazon.

This is all a repeatable and predictable process.

But there is a problem...

Just because you launch a product on Amazon, doesn't guarantee you success.

Many people get started alone.

They don't know what steps they need to take to succeed.

So they might launch some products that fail completely - I did this myself.

But why start from scratch?

You could work with someone who's already selling and profiting on Amazon so you know exactly what to do.

Now, if you want to learn how to be successful at your first product, then you might be interested in my mentorship program.

I'll walk you through how to...

Step 1: What to sell.

Step 2: How to find and negotiate with suppliers.

Step 3: How to launch the right way and get reviews.

Step 4: How to get the most sales possible and grow your store...

Plus more.

[All I ask is that you book a call with my team to see if this is a right fit for you.](#)

What do you say?

Want to start your own online store?

[Book a call now to get started](#)

[Signature]

# Email 4

Subject line:

 The laptop lifestyle lie

 Laptop lifestyle they don't want you to know about

 The laptop lifestyle is not what you think [winner - 34.46% Open Rate - 0.18% Click Rate]

Is the laptop lifestyle all it made up to be?

Being able to make a living from your laptop anywhere in the world sounds like a dream for many.

But that doesn't mean it was an easy journey to get there.

There are many things you don't see that you should know about before your jump in head first.

## **#1 - Before We Got There**

You might see all these spectacular photos on Instagram...

But that is only the surface level.

You don't see the years that person probably had to work to get that lifestyle .

Many of us had to make years where we sacrificed everything...

Many of us lost tons of money...

Many of us got scammed...

Many of us got made fun of...

You don't see any of that - but did happen.

## **#2 - What We Do Off Camera**

Sure, in the photos they look like we're living the good life, but what do they do with the 99% of the time when we're not posting the photos?

Well here's the thing - most of us are still working on our business.

When you own your own business, you never really check out like you do when you get back home from your 9-5.

You're always working on your business.

This doesn't mean you have to put in 10 to 16 hours of work every single day.

But I can tell you, even when I'm on trips - I'm responding to emails, I'm helping my team put out fires, etc.

This means, even on vacation, you never really check out of work.

### **#3 - Things Can Change Overnight**

Business is risky.

Even if you have a business that's booming - that may or may not last.

Something might change - just like what happened with covid. Or there might be some algorithm changes on Facebooks or Amazon.

And these changes can make your business go from earning money to losing money - just like that.

That's not something you see on Instagram either.

So don't get too caught up in the lifestyle thing.

Sure it looks amazing - and it is when you achieve it - but the path is not all sunshine and rainbows.

There's a price to everything.

It's just whether or not you're willing to pay for it.

Are you willing to pay the price?

If you are, [I invite you to speak with my team.](#)

If you book a call, they'll help you get a game plan together so you aren't going into this blind.

This is your journey - All you have to do is take the first step.

[Signature]

## Email 5

Subject line:

🤔 You've been trained to do something strange

😞 Do you own your life?

😞 Why do you have to ask for permission for time off? [winner - 33.09% Open Rate - 0.22% Click Rate]

Have you ever thought about how strange this is?

For some reason, it's perfectly normal to have to ask your boss for permission when you want time-off from work...

But why?

Do they own your life?

Of course not.

So why is it the norm to have to ask for permission to have time back in your own life?

Of course we all have responsibilities to our coworkers and companies we work with.

But you're an adult after all.

As an adult, shouldn't you be able to decide how you want to live?

Because of that, you might have thought, what if I could build my own business so I can be in control?

It does take a lot of work, but if you succeed...

You can choose for yourself what days you have off.

If you want to work 4 days a week, you can.

If you want to work 7 days a week but only work half the day, you can too.

You just need to design your business to help you reach your time-goals.

That could be hard to put into practice.

But if you want a less risky way to build an online business, then you might be interested in hearing more about my Amazon mentorship program.

The program is designed so you can make as little mistakes as possible - and also reach your goals faster.

If you want to learn more, just [click here to schedule a time with my team.](#)

We're here to help you understand the pros and cons of selling on Amazon and make sure you have real expectations before you get started.

This business has changed my life and I hope that it can change yours too.

If you want to know what's possible, then [click here to talk to my team.](#)

Hope you have a good Thursday,

[Signature]

## Email 6

Subject line:

🤖 Can culture shock make you more money? [winner - 33.64% Open Rate - 0.20% Click Rate]

🤖 Could this be why immigrants are more successful?

🤖 How moving to a new country can help you in business

There are tons of stories of people moving to new countries and becoming depressed.

Oftentimes, it comes down to culture shock and lack of family or friends.

But there is one simple thing you can do to fix this.

Just immerse in the culture.

Take classes (cooking, karate, etc.).

Take action, get involved. Interact with people and make some friends.

Now this email isn't about how to move to a new country.

This is a business email after all...so I'm going to talk about business.

So why bring up culture shock and depression when moving to a new country?

Because it's kind of similar to starting in business for the first time.

You're out of your element.

You don't know what you're doing and you don't know anyone.

It's very easy to feel isolated and become depressed.

You might start hating business.

But it doesn't have to be that way.

You could take some business classes.

Get involved and interact with new people.

I can guarantee you will have an easier time.

That's why I set up my mentorship program.

You won't have to start a business like a depressed person dealing with culture shock after moving.

I'll guide you through the entire process and you can also interact and make friends within our community with thousands of like minded people.

You don't have to do this alone.

[Book a call with my team to see how we can help you in your journey.](#)

You won't regret taking action.

[Signature]

# Email 7

Subject line:

📧 Have a good job that you don't want anymore? [winner - 32.70% Open Rate - 0.19% Click Rate]

📧 Do you struggle with this at work?

📧 Can you start a business without giving up your job?

Have you ever felt conflicted about doing your job?

Maybe you like your job and it pays well...

But there's something in the back of your head that says, "Ugh, I really don't want to work today."

It's like eating the same food every day.

It could be your favorite food, but there will come a day where you just want to eat something else.

But what are you supposed to do with a job?

You can easily change the food you eat...but you can't easily change your career.

What do you do when you have no options?

Well, there's only one thing you can do - create your own options.

Easier said than done. I know.

I had many failures trying to create new opportunities.

But the more I learned, the more I saw the patterns to success.

Eventually, that turned into a 7-figure brand called Sdara Skincare.

The best part is that I was able to build this business while continuing my job - this means it is less risky to start.

And you can start your own business too...if you follow the patterns of success.

But be warned...it takes a lot of work upfront to make this succeed.

Where most people watch TV, you will have to work.

Where most people will go to have drinks with their friends, you will have to work.

When you just want to be done for the day, you will have to work.

But if you can get through to the other side, you will be freer than anyone you know.

You can have a business that you own.

You can set the rules.

And if you ever get bored, you have the power to change everything.

How does that sound?

Hard work now for freedom in the future...

If you're prepared to put in the work, you might be interested in my mentorship program.

I train all my students how to launch products and build an e-commerce business, like I did with Sdara Skincare.

[You can get more details about the program from my team by booking a call.](#)

Even if you choose not to join the program, they'll be able to help you and answer any questions you might have.

To get started, [book a call with my team now.](#)

Have a good Friday,

[Signature]

## Email 8

(Note: For good measure, this is one of my worst performing emails)

Subject line:

Need a drink to celebrate?

Work hard - play hard [winner - 16.19% Open Rate - 0.12% Click Rate]

Fun will make you more successful

You know, when I was building my business Sdara Skincare, one of the things that kept me going was my girlfriend Christina.

If it wasn't for her, I wouldn't be where I am today.

Sure there were times where things didn't work out as planned, but it was fun because I was able to do it with her.

If you're going to build a business, simply having others around you who know what you're going through and can support you will make the process a lot more enjoyable.

That's why I created a Facebook group page for my mentorship program.

This way, everyone in the program can have fun and support each other.

I saw this post the other day and it made me laugh.

**Nicole**  **FBA Masterclass Community** 2d · 🌐 ⋮

**FAM, I JUST PAID MY 30%! I need a drink! LOL**

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   Tom Wang, Lance Souter and 123 others 32 Comments

 Like  Comment

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**Steve**  I just had one and I haven't even made it that far yet 🤔

Like · Reply · 13h

Write a comment...    

Just a simple post can help brighten up your day or someone else's day.

Sometimes, you just need someone there to make the hard moments fun.

And if you're planning to start your own Amazon business, I'll be more than happy to welcome you into the group.

This group is available as a part of my mentorship program where I show you step-by-step to starting your own Amazon business - even if you have no prior e-commerce experience.

If you're interested in joining, [book a call with my team to learn more about my mentorship program.](#)

And if you chose to join the program, maybe we can all get together to have a drink one day lol

[Signature]

## Email 9

Subject line:

 Want more time to spend with loved ones?

 Want to enjoy every day as if it were the weekend?

 The winning formula to earn a living online [winner - 32.88% Open Rate - 0.18% Click Rate]

“Man, I’d rather be home with my family right now.”

Does that line sound familiar?

I know I had many moments where I was sitting at work wanting to be with my girlfriend (now fiancée) Christina.

Watching the clock is exhausting - but we can’t just get up and walk away from our responsibilities.

Kind of sad, isn’t it?

We go to work to provide for ourselves - provide for our families.

However, all the work takes away valuable time from the ones we care about.

But does it have to be that way?

Is there a way you can provide for your family + have the freedom to spend all the time you want with them?

Well, I’ll tell you what Christina and I did...maybe you’ll want to give it a try.

We discovered a way to make money online by selling products on Amazon.

The process is rather simple.

You find a product that has potential...

You speak to manufacturers making that product...

And you put it for sale on Amazon.

Those are the basic steps.

It sounds easy, but man was it hard finding a winning formula.

After many attempts...

Tens of thousands of dollars...

And some encouragement from Christina...

We found the winning formula.

Now, we were both able to leave our jobs...

We grew closer together...

And we're also in control over our time, finances, and our lives.

It helped us so much that I didn't want to keep this a secret.

There's so much opportunity out there that I can show this to 10,000 people and we would still only scratch the surface.

And I already have a number of students who are earning a full-time income just selling on Amazon.

That's why I'm telling you this story.

It's not for me to brag.

I just want to help you reach your goals.

So I'll give you the winning formula we found.

But before I give it to you, I want you to call my team to see if this is a good fit - because it's not for everyone.

It takes a lot of work and there is a risk that you'll lose money.

For some people, it's not the right challenge.

But for you, since you've already come this far, you might be able to do this too.

[Just book a call with my team to find out more about this opportunity.](#)

I hope you have a great weekend,

[Signature]