

Client: Asara Lovejoy

This series of five emails was written for affiliates to send to their lists in order to get warmed-up contacts onto a landing sales page. Price point not mentioned in email chain (except bonuses dollar value) — overall value proposition argument left for landing page.

OVERALL STRATEGY

5 emails, delivery timing to be determined

Main message, purpose, benefits:

1. Introduce CRSBYC program; feature main selling point of using your mind better, not working harder (working differently); list benefits of online course format; describe bonuses and cash value (all emails), include money-back guarantee in postscript (all emails)
2. Follow-up for readers of #1, fresh for those who missed #1; reiterate using your mind better; rephrase online course benefits, add benefits of One Command
3. Emphasize the blueprint, step-by-step, how-to program for success; start wherever you are and be more profitable, happy, etc.; eliminate confusion and procrastination, just get started and begin to feel better, reduce stress etc.
4. Appeal to scientific curiosity (left-brain people); use 92% untapped brain concept, describe theta mind vs beta mind, how to activate/access theta; benefits of theta state
5. Last effort to convert skeptics to customers; reiterate manifestation vs creation, work better not harder, use your innate brain abilities, take control of your success; online course means totally flexible to fit your busy life, plus no-risk guarantee you'll like it, and join for bonuses; final postscript discuss overcoming fear of success/failure, get started now

EMAIL #1

Introduce CRSBYC program; feature main selling point of using your mind better, not working harder (working differently); list benefits of online course format; describe bonuses and cash value (all emails), include money-back guarantee in postscript (all emails)

Subject: I know you'll be interested in this

Dear [first name],

I know you want success -- we all do! But sometimes you feel like a stalled car on the side of the expressway while others drive by. No matter how hard you try, you just can't tune your engine to deliver power like the fine luxury motors purring past you at high speed. You just don't know enough about engines.

You face the same challenge in the pursuit of your goals and dreams -- nobody gave you the right information to create your own success.

Fortunately, I found the knowledge that helped me achieve high performance ... and it begins with changing how you think. With the right tools you can use your brain in new ways and reach unheard-of success in your business and relationships.

Where can you get those tools? I'm glad you asked....

Asara Lovejoy, success expert and best-selling author of *The One Command*, has produced a new program called ***Cash Rich Success by Your Command***. In it you will learn how to use your innate, untapped brain power and take control of your thoughts, your actions, and your happiness.

Cash Rich Success by Your Command lasts eight weeks and is delivered as an online class, which means special benefits for you:

- All videos, audios, and manuals are online and digital -- watch, listen, and learn anytime
- Weekly "blueprints" explain step-by-step what to do next -- program both your conscious and subconscious mind for success
- Participants become part of an active community -- meet supportive, like-minded achievers

And if you act today, Asara will include two of her most popular programs as a free bonus. You'll receive immediate access to *The Power of Expectancy* and *Your Legacy of Greatness*, worth \$400, as soon as you register for the course.

Get started now by following this link: [\[link\] ***Cash Rich Success by Your Command*** \[/link\]](#)

In abundance, [or your standard sign-off line]

[your signature]

P.S. -- A program this powerful, that promises so much, might sound incredible -- but ***Cash Rich Success by Your Command*** is backed by a 100% satisfaction guarantee. Anytime in the first 60 days after you say yes to this opportunity, if you aren't happy with the program, you can receive a full refund, no questions asked. And keep the \$400 in bonus programs forever. [\[link\]Get all the details here.\[/link\]](#)

EMAIL #2

Follow-up for readers of #1, fresh for those who missed #1; reiterate using your mind better; rephrase online course benefits, add benefits of One Command

Subject: What are you really thinking?

Dear [first name],

I know that you are interested in achieving your greatest potential, and like me, you've probably tried many different suggestions and changes in habits along the way. All of those changes are in *what we think* ... and maybe haven't led to the success we expected.

So try this on for size: we could see better results by not only changing what we think ... but also changing *how we think*.

Success researcher and best-selling author Asara Lovejoy has discovered some unusually effective ways to think differently. She will teach you these techniques in her new course, ***Cash Rich Success by Your Command***. This program will help you:

- Discard negative thought patterns
- Escape self-defeating behaviors
- Tap the phenomenally powerful hidden capacity in your mind
- Create the success you dream of
- Empower yourself for lasting change and satisfaction

Cash Rich Success by Your Command is an eight-week program delivered completely online. That means the audio, video, and written manuals are all available when you need them, on your schedule. As a digital course, you can keep the materials on your computer or tablet and review them again and again.

Best of all, Asara has written weekly blueprints to get you started and keep you on track through the readings and activities. No confusion or procrastination allowed -- just begin at step one and keep going.

As an additional incentive for trying Asara's program, you'll automatically receive two of her most popular programs, nearly \$400 worth of life-changing material, absolutely free.

I've tried Asara's techniques myself, and they've yielded impressive results. I encourage you to see for yourself here: [\[link\]Cash Rich Success by Your Command\[/link\]](#)

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[your signature]

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EMAIL #3

Emphasize the blueprint, step-by-step, how-to program for success; start wherever you are and be more profitable, happy, etc.; eliminate confusion and procrastination, just get started and begin to feel better, reduce stress etc.

Subject: I can eat 50 eggs -- can you identify?

Dear [first name],

Ask Cool Hand Luke: how in the world do you eat 50 eggs? He'll tell you: one egg at a time.

Of course, that's the same advice about how to walk around the world (one step at a time) or write a novel (one word at a time) or paint the Sistine Chapel (one brush-stroke at a time). Then repeat until finished. Simple!

The second question goes unmentioned, and it's the one that prevents us achieving our goals: where to start?

When it comes to pursuing success, the dilemma can be even more acute. There seem to be so many important ideas to remember, bad habits to break, good habits to form ... how to get from "here" to "there," whatever "there" might be? Where are my turn-by-turn directions?

Good news: I can tell you where to get the map to your success. Asara Lovejoy, author of *The One Command*, has designed an eight-week course to take you from wherever you are today onto the expressway of accomplishment. *Cash Rich Success by Your Command* explains how you can transform your thinking and super-charge your progress in business, relationships, and personal fulfillment.

Using an online class format, Asara teaches her techniques with videos, audios, and written manuals you can download and refer to repeatedly. But perhaps the most important feature of *Cash Rich Success by Your Command* is the detailed weekly "blueprint." You don't have to wonder what to do or when -- just follow the guide, step by step.

Before long you will be in command of your conscious and subconscious mind, directing your thoughts and putting your plans into action, creating your own success.

There is so much more to know about Asara's research, I've just scratched the surface here. I recommend her programs without reservation. Find out even more here: [\[link\]Cash Rich Success by Your Command\[/link\]](#)

Also, since you're reading this email from me, you can automatically receive two of Asara's most popular programs, nearly \$400 worth of bonus materials, for free. This is an offer too good to miss.

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[your signature]

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EMAIL #4

Appeal to scientific curiosity (left-brain people); use 92% untapped brain concept, describe theta mind vs beta mind, how to activate/access theta; benefits of theta state

Subject: What is 92 percent of your brain doing?

Dear [first name],

You have probably heard that humans don't utilize most of their brains. But did you know how low the actual numbers are? Scientists estimate we use 8 percent of our brains ... at most! Even Albert Einstein's genius mind maxed out around 11 percent of total brainpower.

So is 92 percent of our potential dormant? How do we activate more of our brains?

Asara Lovejoy, a renowned success researcher and best-selling author, has discovered how to use more of your innate talent and abilities. The key is learning a different way to think -- actually using different thought processes that tap the subconscious mind and build new neural connections.

In her new course, *Cash Rich Success by Your Command*, Asara shows you step-by-step how to change your life ... simply by thinking differently. The secret is achieving a *theta state* -- meaning learning to use your subconscious mind more effectively (and yes, as you've guessed, the subconscious forms a big part of that "extra" 92 percent).

I'm not going to do Asara's work justice if I try to explain beta waves, theta waves, and all the rest ... instead, I can say this: if you're interested in becoming more wealthy, more successful, more content with life in general, you need to learn what Asara knows. Read more here: [\[link\]Cash Rich Success by Your Command\[/link\]](#)

Also, as part of the release of this new program, Asara is offering two of her other popular programs, worth nearly \$400, as a free bonus to new students. I know you'll be amazed by what you'll learn.

In abundance, [or your standard sign-off line]

[your signature]

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EMAIL #5

Last effort to convert skeptics to customers; ~~reiterate manifestation vs creation~~, work better not harder, use your innate brain abilities, take control of your success; online course means totally flexible to fit your busy life, plus no-risk guarantee you'll like it, and join for bonuses; final postscript discuss overcoming fear of success/failure, get started now

Subject: Success is not a four-letter word

Dear [first name],

There is a lot of negativity around the word "success" nowadays -- especially increasing one's wealth. It's difficult to avoid being infected with bad attitudes ... the ones that hold you back from greatness.

Staying positive, making productive decisions, keeping your attention focused ... it's hard work. But you've heard the saying, "work smarter, not harder," right?

Success expert Asara Lovejoy has discovered the key to working smarter -- and it's all about thinking differently, using the innate, untapped power in your brain. With Asara's techniques you can engage your subconscious mind to aid your conscious decision-making, providing unexpected insights, leaps of logic, and more creative solutions.

Try Asara's online course, *Cash Rich Success by Your Command*, and you'll learn how to use your brain in new, more effective ways. In just eight weeks you'll be closer to your goals than ever before -- maybe even re-setting your sights higher than you dared imagine.

Don't think you have time? Since the program is delivered online, you have complete flexibility to fit each week's audio, video, and text lessons into your schedule. Take a few minutes each day to practice the techniques Asara is teaching and watch for amazing results.

A program this powerful, that promises so much, might sound incredible -- but *Cash Rich Success by Your Command* is backed by a 100% satisfaction guarantee. Anytime in the first 60 days after you say yes to this invitation, if you aren't happy with the program, you can receive a full refund, no questions asked.

Just for trying the course, you'll receive a free gift: two of Asara's most popular success programs, *The Power of Expectancy* and *Your Legacy of Greatness*, are yours to keep. (That's a bonus value worth nearly \$400.)

I urge you not to miss this opportunity. Visit Asara's page now: [\[link\]Cash Rich Success by Your Command\[/link\]](#)

In abundance, [or your standard sign-off line]

[your signature]

P.S. -- Napoleon Hill's famous book, *Think and Grow Rich*, is close to 100 years old now, so you know the basic concept of using your mind to become successful is not brand new ... but Asara has gone far beyond conventional theory. Learn how to think differently and grow rich in all aspects of your life. [\[link\]Get all the details here.\[/link\]](#)