

What they get



James Smith

To: Ryan

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→ This is just a clear indication of what they get, what's coming in the post, and what their life is like with this.

Is it a package of productivity, is it a hub that lives next to the bed, is it a wearable tracker, is it a pair of sunglasses with a brilliantly designed carry case?

Is it a morning routine supplement? How does it look? What does it look like on the shelf, in the gym bag?

Is it a product that lives on their desk, or is it a service?

On sign-up, what happens? Do they get onboarded? A call? Your number?

What do they gain access to, and what do they get from buying?

We want to paint a picture that once they do the thing we ask them to do, in the next step.

That their life, in some way, changes, for the better.

This would be a great time to pair with visuals.

For products, show me in the VSL, if this is further down the landing page, show me an image of how this product looks in my life, or if it's a service, perhaps show what other people got, with their results.

Don't go too heavy on this.

Because results are going to come into the fray a little later on in the sequence. Showing people what their life looks like with your thing, wow, that's where people start feeling excited to buy.

A bit like these emails, by now, you're starting to learn what it's like to have Uncle James in your pocket helping you structure things.

This is just a taste; for the full shebang, you can [jump inside the mentorship today](#).

Cheers
James

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