

SUBJECT: Welcome to The Unit (maybe)

BODY:

I gotta say I'm pretty stoked you're interested in The Unit.

I'm looking forward to sharing some cool content and getting to know you a bit better.

But first I wanna follow through on my promise. I said I'd give you my copy checklist, so here it is:

>>> Download your copy checklist

It's SIMPLE. I know. That's why it works. Do NOT underestimate it.

And remember, the single most important question you can ask before you write ANYTHING is "Where are they now?"

Let me repeat that: **"Where are they NOW?"**

Do they know who you are? Do they know about your offer? Do they know about their problems? Have they clicked on an ad? Read an email from someone they trust?

Answering that one question effectively is what fuels all great marketing campaigns and funnels.

Ok, rant over.

Now onto all the epic shyte I'm gonna cover over the next few days:

1. I want to tell you more about my box.

2. I want to talk about My Unit. (And why I *might* want you to join it.)

3. I want to show you the value of having someone who's sold over \$100,000,000 online work on your funnels (or your client's funnels).

4. I want to tell you an extremely personal story. (This one story is what shaped my entire life since I was 15...and ultimately led me to create this new elite group.)

I also want to be clear about one more thing:

NONE of this is about ME.

I *will* talk about myself a bit. I *will* tell personal stories. I *will* tell you a bit about how much money I make which could seem like #humblebragging.

But I'll be doing all of this because of how it ultimately affects YOU and YOUR business. Just wanted to make that clear.

ALL marketing is about the consumer. Remember that.

That's all for now.

Talk soon,

Ian "can't wait to show you my Unit" Stanley

P.S. If you haven't seen this short 1 minute video, you may wanna check it out. It's by The Hardcore Opener. Some people are calling this the greatest sales technique of all time.

>>> The world's greatest salesman?