

Content And Marketing Email Examples

(Personal Development)

SUBJECT:

The dog and the nail

BODY:

Only great pain induces real change.

Hey, It's David.

We all want to be healthy, wealthy, and wise. We all want to achieve all of our little dreams.

But human nature is funny. We don't seem to change until we have to.

It's like the story of the dog and the nail:

There was an old farmer who sat on a rocking chair on the porch in front of the general store. His dog was laying on the floor near his feet.

Every so often the dog let out a little whine.

A woman walking into the store noticed this and asked the farmer:

"What is wrong with that dog? Why is he whimpering?"

"Oh, well he's laying on a nail." Said the farmer.

"Why doesn't he move?" She asked.

"I guess it doesn't hurt him THAT much."

You see if the nail doesn't hurt us that much we tend not to move.

Our lives are good enough. Our relationships are OK. The job doesn't light you up, but it pays the bills.

We don't really feel the need to MOVE.

"I could do that if I wanted to."

"One day I'll be a millionaire."

"I'm going to start hitting the gym tomorrow."

"I'm trying to get fit and strong." (while eating a granola bar and sipping a soda)

It's not that these men can't achieve these things. It's that these things aren't attained by merely talking about them.

You have to truly want it, believe it, and then take the appropriate action.

You see, men today are long-winded about their desires while behaving in ways that are decidedly self-sabotaging to those same desires. Its cognitive dissonance at its finest and most men will deny its existence in their lives seven ways to Sunday.

What about you? Can you be honest enough with yourself to recognize the lies you tell to yourself and others?

What changes do you need to make? What are you always talking about achieving without doing what is necessary to make it a reality? How have you been lying to yourself in a vain attempt to quell your afflicted conscience over the divergence between your words and actions?

Do you talk about wanting to change your life while doing little or nothing to actualize those desires?

My greatest mentor taught me this:

If you want things in your life to change, you're going to have to change things in your life.

A man's behaviors are a mirror into his soul showing what he truly values in life. A man will always act on that which he values most. Words are empty and deceptive, but actions never lie.

Don't tell me you want to make more money, or get in shape, or better lead your family, or get more sex from your wife, when you spend your free time watching porn, getting drunk, or watching an endless cycle of sports highlights.

You're a damn liar. And your lies are only hurting yourself.

Lying to yourself eats away at your spirit, blinds you to your folly, holds you back from taking productive action to correct course, and makes collateral damage out of all who rely on your leadership.

Pick something you can do today and DO IT.

Stay dangerous,

DK

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SUBJECT:

The reason men fail

BODY:

It looms over everything you do...

Hey, it's David.

I wanted to send a quick email on what is perhaps the single greatest threat we face as men working to achieve greatness in this life.

You see, every day we're faced with the temptation to succumb to irrational self-limiting beliefs.

"I'm not smart enough."

"I don't have what it takes."

"I don't have the time."

"My family won't understand."

This list could go on for a long time. The minds of modern men have become incredibly proficient at justifying mediocrity. However, I want you to remember something, brothers.

Self-limiting beliefs are almost always irrational, but we fail to realize it because we evaluate our limitations based on our past experiences and not our potential.

You must understand that you are capable of things your mind cannot currently fathom. Why? Because your mind is limited to what you've done, not what you're capable of doing.

In other words, the potential lying dormant within you is far greater than your current self can comprehend.

Don't listen to that devil inside telling you that you can't or that you don't have what it takes. Give that bastard a punch to the throat and spite him by doing exactly what he says you can't.

Whatever it is you want out of life, you have the capacity to get it, if you will only believe in yourself and commit to taking the actions necessary to shape your reality into the image you have for it.

This doesn't mean it will be easy.

Indeed, the challenges we face only reiterate the necessity of maintaining an irrational belief in self, faith in our cause, and the confidence that any and all barriers can be overcome with enough grit and determination.

May we never lose heart in the midst of adversity. For the greater the struggle, the more sweet the taste of victory.

Nothing worth achieving in life comes easy. And there are an infinite number of forces in this world working to make us feel inadequate and impotent as men.

Refuse to give in to the mindset that makes you believe you can't do something. This mindset is cancerous and quickly becomes a cycle of self-fulfilling prophecy that isn't easily cured.

We have all that we need to achieve whatever it is we're working toward.

Indeed, every one of us has infinite potential inside that is waiting to be unleashed if we would only remove the shackles of self-limiting beliefs holding it back.

Go forth and conquer, my brother.

Stay dangerous,

DK

PS - I'm really excited about the new course, currently in production. It will be available soon. When it goes up the original 7-part video Masterclass, The Alpha Shift, will be discontinued.

They are different material.

>>>Get The Alpha Shift now, while you still can!<<<