

ILLUSION KEY DATES -

WRITTEN BY ANNIKA

Premiere: July 1

Waitlist Opens: July 1 - July 13

Promotional Period: July 13 - July 24

Free Viewing: July 24, 8pm - July 26, 8pm

[ITS LINKED TO THIS CAMPAIGN](#)

ILLUSION EMAIL SEQUENCE AFTER REGISTRATION - PRIOR TO LAUNCH

ILLUSION – Social Proof (July 3)

Subject: Here's what people are saying...

Hi {{First Name}},

We recently premiered *ILLUSION*... and the response has been something we didn't fully expect.

Not just "this was interesting"...

But messages from people saying the film stayed with them that it shifted how they see things in a way that's hard to put into words.

Here are a few things we've been hearing:

"I've watched a lot in this space... but this felt different. It connected things I've never seen connected before."

"It didn't try to convince me of anything — it just opened something."

"I'm still thinking about it days later."

"It made me realize how much of what I experience... is filtered through perception."

That's really what this film is about.

Not giving you answers.

But creating a moment where you start to see differently.

Where science, ancient knowledge, and human experience all begin to overlap...

And something clicks.

We'll be opening access to watch online soon.

And if these early reactions are any indication...

This is one you'll want to experience for yourself.

More details coming shortly.

Stay curious,

Melissa

ILLUSION – Social Proof (10 days out- Tues July 14)

Subject: Why you signed up for this

Hi {{First Name}},

I wanted to take a moment to pause the countdown and speak to you directly.

You signed up to watch *ILLUSION* for a reason.

Maybe it was curiosity...

Maybe something about the idea of exploring reality, perception, and consciousness felt interesting...

Or maybe it just felt like something you didn't want to miss.

Whatever brought you here — I want you to trust that instinct.

Because most of us don't usually stop to question the deeper structure of the world we're moving through every day.

We wake up, we move through routines, we respond to life as it appears.

But every once in a while, something invites us to look a little deeper.

Not to escape life...

but to understand it more fully.

That's really what *ILLUSION* is about.

Not giving answers.

But creating space to notice things you may have felt before, but never had language for:

- How perception shapes experience
- How different perspectives can all feel “true” in their own way
- And how reality might be more fluid than it seems

In 10 days, we’ll open access to the film.

And when you watch it, I just encourage you to take your time with it.

There’s no way to watch it “correctly.”

Just your way.

I’m really glad you’re here.

More soon,
Melissa

ILLUSION – Founder Story Email **1 Week out (Friday July 17)**

Subject: Why I made this film

Hi {{First Name}},

I wanted to share something a little more personal with you today.

Because *ILLUSION* didn’t start as a project...
It started as a question I couldn’t let go of.

For a long time, I found myself sitting at the intersection of very different worlds.

On one side — science.
On the other — spirituality, ancient knowledge, and lived human experience.

And what I kept noticing was this:

Everyone seemed to be describing something similar... but using completely different language.

Physicists talking about patterns and fields.
Ancient cultures speaking in symbols and geometry.
Consciousness researchers exploring perception and awareness.

Different perspectives... but pointing to the same underlying structure.

There was a moment where it really clicked for me.

Not as an idea — but as a feeling.

That maybe what we call “reality” isn’t something fixed...

But something we’re each interacting with — from our own point of view.

And that our differences — the way we each see and interpret the world — aren’t flaws...

They’re contributions.

That’s what *ILLUSION* became.

Not a film that tells you what to believe.

But a space where multiple perspectives can exist side by side and where you’re invited to explore your own.

Because I don’t believe there’s one voice that has the full answer.

But I do believe that when you start to see how the pieces connect...

Something shifts.

We’ll be opening access to the film very soon.

I’m really grateful you’re here for it.

Melissa

ILLUSION – Pre-Launch Nurture (3 Days Before - Tues July 21)

Subject: If you’ve ever felt this... this is for you

Hi {{First Name}},

Have you ever had the feeling that you see the world a little differently than most people?

Not in a dramatic way... just subtle.

Maybe you:

- Notice patterns others don't
- Question things people seem to accept without thinking
- Or feel like there's more going on beneath the surface of everyday life

For a lot of people, that feeling starts early.

It's not always encouraged.

Sometimes it's dismissed.

Sometimes it's something you learn to quiet down.

But it doesn't go away.

That quiet sense that:

there's more to reality than what we've been taught to see.

That's actually one of the reasons *ILLUSION* was created.

Not to tell you what to believe...

But to explore the idea that different ways of seeing the world might not be wrong — they might just be **different perspectives of the same underlying structure.**

Inside the film, scientists, researchers, and thinkers from very different backgrounds come together to look at reality from completely different angles...

And something surprising begins to emerge.

If this resonates with you, even a little...

I think this film will land in a way you don't expect.

We're opening access in just a few days.

More soon.

Melissa

1 Day Before (Thursday July 23)

Subject: Don't miss this tomorrow

Hi {{First Name}},

It's almost here... are you ready?

Tomorrow, we're opening access to *ILLUSION* — a film we've been working on behind the scenes that explores something most of us feel... but don't always have the words for.

That sense that there's more going on beneath the surface of reality.

If you've ever:

- Questioned how much of your experience is shaped by your environment
- Felt like your perception shifts depending on your state of mind
- Wondered how science, consciousness, and ancient wisdom actually connect

...this film is for you.

ILLUSION brings together physicists, researchers, and consciousness explorers to look at how reality may be shaped by patterns, frequency, and perception — and what that means for how we live our lives.

This isn't about telling you what to believe.

It's about giving you a new way to *see*.

👉 Tomorrow, we'll send you your private link to watch.

Make sure to keep an eye on your inbox — you won't want to miss this.

See you tomorrow,
Melissa

ILLUSION – “It Begins Tonight” - (Friday July 24 am)

Subject: It begins tonight...

Hi {{First Name}},

Are you ready?

Tonight at 8pm New York (ET), 1am London (BST), 2am Paris (CET), 4am Dubai (GST) we're opening access to *ILLUSION*.

And before you watch, I want to share something with you...

Most of us move through life assuming what we're experiencing is reality — fixed, objective, and the same for everyone.

But if you've ever noticed how:

- Your perception shifts depending on your state
- The same situation can feel completely different day to day
- Or that there's something deeper beneath what we're seeing...

Then you've already felt what this film explores.

ILLUSION brings together physicists, neuroscientists, and consciousness researchers to look at a powerful idea:

What if reality isn't something we're just observing... but something we're participating in?

Inside the film, you'll discover:

- How perception shapes your experience of reality
- The role of frequency, pattern, and environment
- Why different perspectives may all be part of a larger whole
- And how understanding this can shift the way you move through your life

This isn't about changing what you believe.

It's about expanding how you see.

👉 We'll be sending your private viewing link later today.
Make sure to keep an eye on your inbox.

And when you watch...

Give yourself the space to really take it in.

This is one of those films that stays with you.

See you tonight,
Melissa

ILLUSION – 1 Hour Reminder Email (Friday July 24 7pm MT)

Subject: Your access starts in 1 hour

Hi {{First Name}},

We're just **1 hour away** from opening access to *ILLUSION*.

IMPORTANT — your private viewing link will be sent to you shortly when the film goes live.

This is how you'll be able to watch.

Please keep an eye on your inbox at the top of the hour so you don't miss it.

We can't wait for you to experience it.

Melissa

ILLUSION – 15 Minute Reminder Email (Friday July 24 - 7:45pm MT)

Subject: Your access starts in 15 minutes

Hi {{First Name}},

We're just **15 minutes away** from opening access to *ILLUSION*.

IMPORTANT — your viewing link will be sent to you right at the start time when the film goes live.

This is how you'll be able to watch.

Please keep an eye on your inbox right at the top of the hour so you don't miss it.

See you soon,
Melissa

WATCH NOW (FILM LIVE) - (Friday July 24 8pm ET)

Subject: 🎬 You can now watch ILLUSION

Hi {{First Name}},

It's time.

ILLUSION is now live — and available to watch for a limited time.

👉 [Watch the Film Now]

As you watch, you'll begin to see how everything — from your thoughts to your environment — may be part of a much larger pattern.

And for those who feel called to go deeper...

We've created a few ways to continue the journey:

Continue Beyond the Film:

Own the Film – \$24.99

Watch anytime, revisit key moments, and support independent filmmaking.

Online Conference – \$199

Go deeper with 12 live speakers, Q&A sessions, and expanded insights.

Golden Ticket – \$305

Conference + Annual Membership

Private podcasts, exclusive research, live dinners, and global experiences.

Watch the film first.

Then decide how deep you want to go.

👉 [Start Watching Now]

Stay curious,

Melissa

DAY 2 – SOCIAL PROOF / IMPACT (Saturday July 25)

Subject: “I didn’t expect this...”

Hi {{First Name}},

The responses coming in from *ILLUSION* have been incredible.

People aren’t just watching the film... They’re questioning everything they thought they understood about reality.

“This completely shifted how I see my place in the world.”

“It connected science and spirituality in a way I’ve never experienced before.”

If you haven’t watched yet — don’t wait.

This is one of those films you *feel* as much as you understand.

👉 [Watch ILLUSION Now]

And if something in the film resonates...

That's your invitation to go deeper.

Stay curious,

Melissa

DAY 3 – LAST FULL DAY TO WATCH (Sunday Morning July 26)

Subject: Final day to watch ILLUSION

Hi {{First Name}},

Just a quick reminder — today is the final full day to watch *ILLUSION* for free.

After tonight, the film will no longer be available in this format.

If you've been meaning to watch...

This is your moment.

Remember, this is a full 2-hour film... I want to make sure you have plenty of time to truly take it in.

👉 [Watch Now Before It Closes]

Want to Go Deeper?

If the film opens something for you, here are your next steps:

- 🎬 **Own the Film – \$24.99**
- 🧠 **Conference Experience – \$199**
- 🎟️ **Golden Ticket (Best Value) – \$305**

The Golden Ticket is for those who want more than just information...

It's for those who want:

- Access
 - Connection
 - Real-world experiences
 - Conversations with the people shaping these ideas
-

Stay curious,

Melissa

LAST DAY – 5 HOURS LEFT

Subject: 5 hours left

Hi {{First Name}},

Just a quick reminder — you have about **5 hours left** to watch *ILLUSION* before access closes.

After that, it will only be available through purchase.

 [Watch Now]

If this film speaks to you...

Don't let it pass you by.

Stay curious,

Melissa

SMS Messages

Hathor Studios:

The online global premiere of ILLUSION just went live. If you're feeling curious about reality, perception, and consciousness... you're in the right place.

Watch free for the next 48hours

[LINK]

Hathor Studios: Welcome to the VIP Alerts for the FREE ILLUSION film, Stay tuned for updates!

[LINK]

Hathor Studios: ILLUSION is ready to watch - free. The film explores the nature of reality through the intersection of science, consciousness, and ancient wisdom.

What is reality? Is it not fixed? But an experience shaped by perception, frequency, and underlying patterns?

Stream it here: [LINK]

Hathor Studios: Last chance - our ILLUSION online global premiere ends tonight. If you haven't watched this inspiring film yet, now is the time.

Stream it here: [LINK]