**Email #1 — Sent to masterclass participants starting on 8/10**

**SUBJECT:** Questions people asked before saying YES to the Leadership Mastery Framework

Some of the greatest, mountain-moving leaders in the world have one interesting trait in common — they ask a lot of questions.

And not silly, beat-around-the-bush questions. Like a skilled journalist, they ask tough, direct questions.

And frankly, I think it’s awesome.

These curious leaders ask questions because they are savvy, and if a course or program isn’t going to propel them to new heights in their career and life, they want to know up front before they waste any time, money, or energy.

At the end of the day, I only want you to join the Leadership Mastery Framework if you’re absolutely certain it can give you the skills and mindsets you need to become an impactful leader at your company.

So, here are the most common questions I’ve been answering over the last few days. If you’re still undecided, chances are one of these questions has been on your mind.

1. **How is *one* leadership course going to change a business world that’s been using the same command and control techniques for decades?**

A completely valid question.

Some would go one step further and say, “Even if these techniques are a little brutish, they *did* work in that past, so why should we change?”

Typewriters, aqueducts, and blood-letting leeches also all worked in the past. But they were eventually replaced by more efficient and effective methods to meet the current times.

This isn’t actually about one course changing the world. This is about you getting prepared for a world that is already changing and will continue to do so.

This is about you fortifying your skills and mindsets for the future of work so you can be recognized, valued, and listened to. This is about you becoming the absolute best leader you can possibly be so you can impact the people around you and the industry you serve.

This is about carving out space for everyone. This isn’t about what one leadership course can do for the world, but what one person can do with the right tools, training and commitment.

1. **I have read tons of books, taken a million courses, asked for feedback, hired a coach, found a mentor . . . how is this course going to be different from all of that?**

There is a lot of great material on leadership out there. But there is also a lot of the same threadbare, regurgitated, and outdated leadership development information still being pushed by “experts.”

You know them. They talk a good game but the results and proof are nowhere to be seen. Their advice is contradictory or they launch too much disjointed info at you all at once. It’s hard to know where the really good nuggets are.

This course is unlike anything else on the market. I mentioned earlier that it’s based on interviews with 140 of the world’s top CEOs — women and men responsible for 8 million employees who are boldly leading their companies into the uncertain future — and 14,000 employees who shared their views on leadership and their leaders.

1. **Don’t you have to be a big wig or in a top leadership position to affect these kinds of changes?**

One of the comments I hear all the time is, “I want to change things but it seems like no one else around me does. If they’re not willing to learn or embrace change, too, what’s the point?”

That is a really frustrating place to be. Like being the only person who did the group project in high school.

Unlike a project with a deadline, leadership is an evolving thing. And it begins with you.

This isn't a course where you change everything in one week and become a different person. But if you make small changes every day, you will eventually become a different leader and you will start to influence the people around you. Soon you’ll have a different team, and then that team will have a dramatic impact on the company.

And because this course is building leaders for the future, you’ll be the most prepared person in the room.

This is really a simple and practical way to scale your influence and impact in a sustainable way.

1. **I work 60 to 70 hours a week. Will I have time to complete this course?**

I hear you loud and clear.

It often feels like adding one more thing to our to-do list will finally make us snap. I know exactly what it feels like to be pulled in a thousand different directions without an ounce of time to spare.

But have you considered that all the extra time you spend at work is a result of poor leadership? Leadership that could be changed if someone like you were at the reins?

What would it be worth to get back 20 hours of your week? To have a manageable workload? To get to attend your kids’ baseball game or happy hour?

It’s tempting to just float along with business as usual. But we both know that business as usual is soon to be business for people who are no longer in business.

A good rule of thumb would be 1-2 hours a week, but this course is also completely self-paced. You can listen to the audio, read the transcripts or watch the videos in whatever way works best for you, your learning style, and your time.

You could sit down and binge the course in as little as a week. And although this course is designed for rapid implementation, sustainable results, and future-proofing your role as a leader, you’ll get the best results by putting the lessons, mindsets and skills to use every single day.

And my promise to you is that this course is fluff-free. No 30-minute intros blathering about my credentials and no videos explaining how to open a PDF. Informative and actionable so you can get results faster.

1. **How long do I have access to the course?**

You get lifetime access. The resources in the module are downloadable so you can save them to your phone or computer for quick reference whenever you need them!

1. **If this is about leadership in the future, why should I act now?**

Originally I wrote my book and designed this course to be about what it will take to be a leader over the next decade and beyond. But what we’ve seen in recent current events — whether it's  Black Lives Matter, COVID, or any number of global crises — it has fast forwarded a lot of the stuff that I talked about from being in the future to being in the present.

This is no longer just about being a future leader. This is about being a leader *now*. And these skills and mindsets will carry with you over the next decade.

1. **Is it really risk free?**

Yes! I am going to insist that you don’t pay unless you know that the Leadership Mastery Framework is the missing link between your career now and the leader you want to become. That’s why I’m giving you a full 14 days to try the course (and even bring it to your team) before making that final commitment.

Enroll right now, watch a few short lessons and complete the challenge at the end of module 2. If you don’t feel like you’ve seen personal growth or growth in your team by then, just let me know and I’ll send back your investment.

That’s all there is to it.

Jacob

**Email 2 — Sent to masterclass participants day after email 1**

**Subject:** How to know if you’ll benefit from the Leadership Mastery Framework.

Normally, this is the part of the sales campaign where you open up an email and see a long list of ways to know if blah blah blah course is “right for you.”

We’re going to skip past that part and here’s why.

I don’t actually care if the Leadership Mastery Framework is “right for you.” And, if we’re being honest, YOU don’t actually care if the Leadership Mastery Framework is “right for you.”

The real concern at hand is  . . . will this course help you become the sought-after thought-leader, respected mentor, and linchpin that you want and deserve to be?

That’s really all either of us should be focused on right now.

So, we’re skipping the “right for you” thing — save it for when you buy a new pair of slacks or blouse after your next promotion.

But before I lay out exactly who stands to benefit from this course, there are two people who should go ahead and jump ship right now.

Unsubscribe, delete, and Houdini yourself out of the Leadership Mastery Framework for good if . . .

1. You’re expecting to complete (or half complete) the course and do nothing with the takeaways. I want you to learn and master new skills and mindsets, but they don’t benefit anyone if you’re going to toss them over your treadmill desk and forget about it. Here is the thing, though . . . if you’re in *any* kind of leadership position already, you are on your way to doing these things anyway. You could learn them painstakingly over the next 30 years, or you could fast track your way to better results in a fraction of the time. (P.S. Most people become leaders in their mid-20s and don’t actually *get* leadership training until their late 30s or 40s! That’s a couple of *decades* without proper training.)
2. You’re absolutely positive you have nothing to learn about becoming a better, more prepared and agile leader. You don’t need this. Nothing to see here.

So, here’s the deal. If you can check 5 of the 7 boxes below, you will absolutely, unequivocally benefit from Leadership Mastery Framework.

**You’re just getting started paving your way to a leadership position.** Whether you’re fresh out of college or ready to make a change in your company after years of service, you want to do this the right way (you know, instead of 467 wrong ways). You only want the most powerful, most relevant, and research-backed strategies.

**You’ve been striving for a leadership role for years (or decades).** You haven’t tapped that success yet, but you have seen peers and colleagues seemingly levitate up the corporate ladder.

**You’re motivated by the exponential opportunities that will present themselves** when you finally have the recognition and voice you deserve.

**You’re not afraid to put in a little elbow grease to get the work life you’ve been imagining.**

**You’ve tried countless other programs, courses, books, masterminds, mentorships, seminars, retreats, trainings, development meetings (deep breath) and still aren’t seeing the results you want.**

**You care about what’s working now and in the future.** You are skeptical of new leadership books that use the same old buzzwords that every other leadership book known to man, woman, and animal uses. You can feel the shifts happening in the world, and you aren’t willing to be a casualty of poor planning for poor leadership.

**You’re excited to try the Leadership Mastery Framework.**

You may have been let down before, coerced by shiny object syndrome, or even jaded by years of the same top down leadership. But you are starting to feel optimistic.

You know that by this time tomorrow you could be taking the first steps to winning those leadership opportunities you’ve been dreaming about.

You are doubly excited that this time next year, you could be further than you ever imagined with a team that has your back and leadership that wants your ear.

If you caught yourself nodding or agreeing with five of those seven points, then I cannot wait to meet you inside the course.

Jacob

**Email #3: Hop on a quick call?**

Hey.

I’ll keep this short.

We’re getting ready to close the doors for the Leadership Mastery Framework, and I noticed you haven’t joined yet.

If you’re grappling with something or feel like something is holding you back, I’d love to hop on a quick call and see what’s on your mind.

This isn’t a last ditch sales call — that’s not really my style.

I want to know what’s on your mind and see if I can help.

Here’s a link to book a 15-minute call with me.

Chat soon,

Jacob

**Email #4: Sent one day after email 3**

**Subject:** Small favor?

I have a favor to ask.

As you’re probably aware, the Leadership Mastery Framework is closing soon so I can focus all my attention on the fantastic leaders ready to excel in their careers and become the most valuable *and* valued employees at their company.

And I really want to see you there.

I dove into researching leadership and writing books and courses about leadership because a CEO at one of my previous jobs shoved a $10 in my hand and said, “I’m late for a meeting, go grab me a cup of coffee, and get something for yourself as well.”

This work is important because I am so sick of unicorn CEOs (you know the ones — so absent that when they finally *do* appear, people want to take pictures with them). I’m sick of hardworking employees strapped in navy blue suits who define casual Friday as “the day they don’t make us wear a tie.” I’m sick of new employees going up to their leaders with a problem, and, instead of getting empathy and help, they get a resounding, “that’s too bad.”

It breaks my heart to see talented, visionaries enter a career field with dreams to make big change, help people, and drive growth, only to be gobsmacked by company politics, shoved into impossible-to-win situations and eternally plagued with stage five I-would-rather-do-anything-than-go-to-work Sunday blues.

So, I have to ask.

What do you need from ME to make that happen?

BONUS #1:

If you’re concerned about the investment or fear you won’t have time to complete the course, then I’d love to invite you to take up the leadership mastery guarantee. Instead of 5 or even 7 days, I want you to test drive this course for 14 days  — completing lessons and taking big action in your career and with your team. At the end of that time, if you’ve completed the challenge at the end of module two and aren’t seeing growth in yourself or your team, I’ll refund your investment.

Awesome! Having 14 days will give me the time and freedom to give this my best shot! Sales page

BONUS #2: (For the next 15 enrollments)

If imposter syndrome is rearing its ugly mug or you’re teetering on the fence about whether this is “right for you,” I’d love to offer you something I have never done before.

If you’re one of the next 15 people who signs up through this email, you’ll get the exclusive opportunity to join me on a special group coaching bonus call where you can ask me *anything* about your business, career, or leadership. I’m purposefully keeping this group small so I can give you personalized feedback that is exclusive to you and your situation. This will make sure you get every benefit of the course and know exactly how to implement it for yourself. Normally I charge more than $100/hour for this kind of access, and currently this is also the ONLY way to get personalized feedback from me, so I hope to see you there.

Yes! I want your brain on my business so I can reach all my goals faster! Group call

Regardless of what you decide, I hope you’ll make your decisions with the same commitment and determination you’ve used to attack challenges in the past. It’s a great sign of a true leader.

If this isn’t the right time for you, own that decision.

If you know your reservations are just doubts and fears punching up, I invite you to choose the extra bonus that will help you the most in the next few weeks.

BONUS #1: A full 14 days to make a final decision

Choose Bonus #1  sales page

BONUS #2: An exclusive small group coaching call to amplify your impact

Choose Bonus #2  exclusive call would be given to everyone who clicks on the specific link (the first 15)

To your success,

Jacob

**Email #5: Sent three days after email 4 \*only for people who did NOT enroll\***

**Subject:** I really want to know . . .

Hey,

It’s been a few days since we wrapped up the enrollment for the Leadership Mastery Framework, and I noticed that you didn’t take advantage of the offer.

I was just wondering — why?

If you have a second, could you help me out by clicking on the link that best describes why you didn’t choose to sign up?

1. I don’t have time to do the work.

2. I’m not ready for that information yet.

3. I don’t think the information is valuable.

4. A different reason.

Thank you for help,

Jacob

**Email #6: Sent three days after email 5 (segmentation!)**

Subject: What’s on your mind?

I don't want to be the guy at the corporate lunch who keeps pestering you while you’re trying to exit the conversation.

And because I only want to deliver needle-pushing, career-boosting information to your inbox, I’d love to know what info will really help you.

Click one of the links below, and I’ll make sure more of that comes straight to you.

I need help with employee experience for my business.

I want to learn more about being and becoming a leader.

I'm interested in personal development.

Pick the one that you’re most excited about, and I’ll send out my very best stuff.

Jacob