**Text Templates for Email**

Green – general information

Yellow - insert your information

Mail #1

**Possible subject lines:**

How to Be Successful When It Matters Most

[FIRSTNAME], Here’s How You Go From Stress to High Performance!

What Are the Tools Titans Use?

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Hi [FIRSTNAME],

We live in a turbulent time. There are two pandemics, both global. One is the well-known COVID-19, the other is the Energy crisis. This is the hidden one and not less relevant. People are drained and exhausted and barely meet daily demands, which are getting higher and higher.

How to perform well in the midst of such chaos? How can you develop almost superpowers to help you get through everyday challenges?

Great teachers from history and today’s great achievers, be they from business, sport, or artistic areas, show us the way. Even in the midst of all their challenges and daily struggles, they radiate calm and perform to high standards. They have mastered the inner game of life. And now you can join them.

That trait, in ordinary people like you and me, is called “resilience.” How can we all become more resilient in the face of today’s enormous challenges?

A lot depends on training and conditioning. Successful people have invested time, energy, and effort to train their brains to respond to stressful situations in a different way. They actually grow and wire their brain through practice.

A new book by my friend and high-performance coach Janez Hudovernik describes exactly how they do this. In his latest book, [*Successful Under Pressure*](https://www.successfulunderpressurebook.com/)*,* he presents you with these tools and strategies on how to perform when it matters most—when the stakes are high.

Grab your copy: [*Successful Under Pressure*](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing/dp/B09B2Z9Z42/ref%3Dtmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)

Not sure yet, check a free e-book: Successful Under pressure: 7 strategies to be your best when it matters most: <https://www.successfulunderpressurebook.com/>

I want you to know that—despite all the turmoil in the world—there are time-tested strategies that will help you not only survive but thrive.

I want that for you!

Your friend,

[Signature]

P.S. The first readers have written great reviews for *Successful Under Pressure.* See some of them at <https://www.successfulunderpressurebook.com/>

P.P.S. In *Successful Under Pressure,* Janez shows that success under pressure isn’t an accident reserved for a few lucky people. It’s a mind/body state that anyone can attain using the tools and strategies in the book. Get your copy here today and enjoy additional benefits: [link](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing/dp/B09B2Z9Z42/ref%3Dtmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)

Mail #2

Hi [FIRSTNAME],

Since I can remember, I’ve been fascinated by human potential. I’ve trained and coached many people who perform at only a fraction of the level they’re capable of, and I constantly search for tools and insights that can help me guide them.

In his brilliant new book called [*Successful Under Pressure*](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing/dp/B09B2Z9Z42/ref%3Dtmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)*,* high-performance coach Janez Hudovernik explains the tools that all high-performance people use.

The tools are presented in a condensed, easily applicable format. Most of them don’t take long to use: with some of them, you will get results in three minutes or less. You will get greater focus, attention, productivity, and performance ability. Just think, this is a great return on time invested.

In his foreword to Janez’s book, acclaimed researcher of breathing and international best-selling author Patrick McKeown says: *“I don’t know of any other book that presents so many great techniques in such a condensed and practical way.”*

Order a [copy](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=).

Let’s celebrate the best potential version of you!

[Signature]

Mail #3

Possible subject line:

**Successful Under Pressure book** **is out** (you can send right away)

Hello \_\_\_\_\_\_\_

I started my self-improvement journey about xx years ago. People often ask me what books or courses for life coaching or self-improvement I would recommend. I don't usually recommend books unless I know quite a bit about the content and the people writing them. So I'm pleased to be able to say that there's a really good book by Janez Hudovernik already available on [Amazon](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=).

I’ve known Janez for a number of years. He is genuine and passionate about helping people reach their full potential. Life has presented him and his family with extreme adversity, and he draws on decades of personal experience in order to give back.

His new book[***Successful Under Pressure***](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=) gives you tools to use daily for a myriad of situations. It is upbeat, positive, and replete with so much information that you might need to order several copies for your home, office, and an audible for your car!

This book is unique because of its holistic approach to personal development. It is practical and an immediately useful handbook for people who aim to be permanently highly efficient and full of energy.

I highly recommend it, and I would like it to reach as many people as possible. Based on my knowledge of the book, the tools and strategies you will get out of it - it's a fantastic offer.

More about the book on <https://www.successfulunderpressurebook.com/>

Not sure yet, check a free e-book: Successful Under pressure: 7 strategies to be your best when it matters most: <https://www.successfulunderpressurebook.com/>

Hope you enjoy the book,

Your name/signature

Mail #4

Possible subject lines

**What the First Readers Said About the Book (email round 1st of August.)**

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| --- |
| Hello -----.,Remember the book [**Successful Under Pressure**](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=) I was telling you about in my previous email? If you're into ***resiliency***, ***self-improvement****,*and ***high performance***, I know you're going to be interested in this book. To **condense** literally all **the best high-performance** and success tools in one book is a great achievement by itself. To add contemporary science-based findings and life experiences into a cohesive whole is even more of a feat. And Janez has achieved that in [***Successful Under Pressure***](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=). For a small investment, you will get one of the best “self-development” or “life coaching” books—condensed, specific, actionable, and effective. More about the book on: <https://www.successfulunderpressurebook.com/> You can purchase the book [here](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing/dp/B09B2Z9Z42/ref%3Dtmm_pap_swatch_0?_encoding=UTF8&qid=&sr=). I thought you might want to hear what the first readers have said. You can choose among severalHere is **Tadej Gosak**, CEO at Titus Europe: “The book ***Successful Under Pressure*** is not just a business handbook but a collection of wisdom for a higher quality of life. Janez knows how to gather and explain all these pieces of wisdom and shows you how to use them. I recommend not just reading it, but it’s even more important to introduce the tips into your life. Thank you, Janez!”Here is **Nejc Hodnik**, two-time NoGi European champion in Brazilian jiujitsu:“As a competitor in Brazilian jiujitsu, I read a lot of books on mindset, visualization, and relaxation as mental readiness is extremely important in sport combat. The key to winning is to react properly under pressure and, of course, not break. I’m really excited about this book as it covers all the areas that are important for superior “performance.” In addition to getting to know visualization, relaxation, breathing exercises, and meditation better, as I read the book, I also began to connect these areas with each other. Finally, there is a book that comprehensively explains the field of success and is intended for everyone—from athletes and entrepreneurs to parents who would like to live a more relaxed and productive life.”Here is **Patrick McKeown,** author of *The Oxygen Advantage* and *The Breathing Cure*I’ve known Janez for a number of years. He is genuine and passionate about helping people reach their full potential. Life has presented him and his family with extreme adversity, and he draws on decades of personal experience in order to give back. This is not a book about theory. I have no doubt that the tools in this book helped Janez to thrive and that they will help you too.”**Here is Chérie Carter-Scott, Ph.D., MCC**, a #1 New York Times best-selling author, and Master Certified Executive and life coach, often referred to as “The Mother of Coaching” due to her pioneer work in the coaching industry: “It is both generous and kind for Janez Hudovernik to share so much information and techniques for us to place in our Successful Life toolbox. In these uncertain times, we need his research and experience to manage daily life. In my philosophical book, *If Life Is a Game, These Are the Rules*, I present successful universal truths. *Successful Under Pressure* is the perfect companion to my book in that it gives you tools to use daily for a myriad of situations. Upbeat, positive, and replete with so much information that you might need to order several copies for your home, office, and your car! Use it with clients, acquaintances, and even family members! Go for it! You’ll be happy that you did!”Here is **Dr. Richard Nongard**, Author of *The Self-Hypnosis Solution:*“Some books talk about a problem. This book gives real solutions. Resilience is the key element in being able to withstand pressure, and the good news is that by following the brilliant techniques offered by Janez Hudovernik in this book, you can build the resilience in both your personal and professional life that is required in this modern world.” *Here is* **Robert Rolih**, entrepreneur and author of the international bestseller *“The Million Dollar Decision: Get Out of the Rigged Game of Investing and Add a Million to Your Net Worth.”*“The book *Successful Under Pressure* offers you a set of proven techniques that can help you in your daily life—especially when problems arise. Just as my book *The Million Dollar Decision* helps you achieve financial success, this book will help you achieve great mental and emotional toughness.” *Here are* **Kasia & Patryk Wezowski**, Award-winning filmmakers, directors, producers, record-breaking fundraising experts.“This is a great book for our times when rapid changes in technological advancement increase the pressure at a workplace, creating a huge amount of stress on our system. Too many people are not able to manage their level of performance well. Janez shares in this book his amazing best-performance tools based on twenty-five years of his work. We not only met Janez, but our film crew filmed him in the action of coaching his clients as part of our documentary about coaching called *LEAP* among other great names such as Marshall Goldsmith, Jack Canfield, and John Gray.” **Here is Ambrož Cevc**, master coach and author of the Better Focus Flow training:“The book *Successful Under Pressure* is unique because of its holistic approach to personal development. The author wrote a very practical, easy, and immediately useful handbook for people who aim to be permanently highly efficient and full of energy. Like *Tools of Titans* by Tim Ferriss, just shorter and more condensed. Janez, thank you for revealing to us many of your valuable experiences."Hope you enjoy the book,Your name/signature |

Mail #5

Possible subject lines

**Comprehensive arsenal of Success Tools**

Hello xxx

I've been telling everyone recently about the [***Successful Under Pressure***](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=)book, which was launched recently. It is the first book with such a ***comprehensive arsenal of success tools***. I've discovered that it contains excellent references to the best tools for increasing resiliency, mastering stress, and becoming better under pressure. As one of the first readers said, “It is like the book *Tools of Titans* by Tim Ferriss, just shorter and more condensed.”

People often ask me how I utilize these tools myself in my work as a coach and trainer. And my answer is with ease—because they are outlined in a practical way, so you can easily incorporate them in your work or daily life. I do use most of the practical techniques that are described in this powerful book. And I believe you will too.

If you want an effective practical book that will help you learn more about self-improvement and high performance, then I strongly recommend Janez Hudovernik’s book [*Successful Under Pressure*](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=)***.***

Janez is a great author, speaker, and trainer. I've been following his work for several years and have heard a lot of excellent feedback from others who trained with him.

You can purchase the book [here](https://www.amazon.com/Successful-Under-Pressure-Techniques-Increasing-ebook/dp/B09B2QH3J3/ref%3Dtmm_kin_swatch_0?_encoding=UTF8&qid=&sr=). More on <https://www.successfulunderpressurebook.com/>

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Hope you enjoy the book,

Your name/signature