

EMAILS & AD SWIPES • COPY & PASTE

10 Pre-Written Email Sequences + 3 Ad Copy Scripts

8 Post-Purchase Delivery & Ascension Emails + 2 Abandoned-Cart Emails + 3 Direct-Response Ads

Part 1: 8 Post-Purchase Onboarding & Ascension Emails

Email #	Timing	Subject Line	Goal
Email 1	Immediate	[Download] Your Stoic Morning Ritual Ebook & Journal	Deliver files & set Day 1 expectation
Email 2	Day 2	The 4-minute mistake that ruins 90% of mornings	Drive consumption of Chapter 1 & 2
Email 3	Day 3	Draw one vertical line on a blank page tomorrow	Walk through the Dichotomy of Control
Email 4	Day 4	Why Marcus Aurelius rehearsed bad news before breakfast	Introduce Upsell 1 (30-Day Resilience Challenge)
Email 5	Day 6	The "Single Stone" rule for people with 14-item to-do lists	Introduce Upsell 2 (Deep Work & Evening Reset)
Email 6	Day 8	How to recover a derailed day in 90 seconds	Value + soft link to full upgrade bundle
Email 7	Day 11	Seneca's 3 bedtime questions (takes 4 minutes tonight)	Habit lock-in + testimonial/feedback request
Email 8	Day 14	Your 14-day Stoic check-in + next steps	Ascend buyers to your next funnel or offer

Part 2: 2 Abandoned-Checkout Recovery Emails

- **Abandoned Email 1 (+1 Hour):** *Subject: Did the page freeze? Your Stoic Morning Ritual copy is saved* — Answers the top 3 FAQ questions and reminds them of the 30-day guarantee.
- **Abandoned Email 2 (+24 Hours):** *Subject: Try the 30-minute morning protocol tomorrow (zero risk)* — Highlights the 3 fast-action bonuses and links back to checkout.

Part 3: 3 Direct-Response Meta Ad Scripts

Ad Angle 1 — "The 4-Minute Phone Mistake":

Headline: The 30-Minute Stoic Protocol Before You Unlock Your Phone

Primary Text: Checking your phone within 4 minutes of waking puts your brain in reactive defense for the rest of the day. Here is the 3-step morning journal protocol Marcus Aurelius and Seneca used to stay calm under pressure — takes 30 minutes, no fluff. Download the 30-page guide + printable journal for \$27.

Ad Angle 2 — "The Two-Column Anxiety Filter":

Headline: Cross Out 80% of Today's Stress in 10 Minutes

Primary Text: Epictetus taught a simple 2-column morning filter: what is 100% in your control today vs. what isn't. Follow our structured 30-day Stoic Morning Ritual workbook and reclaim your focus before 9:00 AM.

Ad Angle 3 — "The Single Stone Deep Work Rule":

Headline: Stop Writing 15-Item To-Do Lists That Never Get Done

Primary Text: Replace chaotic mornings with the 10+10+10 Stoic Morning Ritual: 10 minutes sorting control, 10 minutes obstacle rehearsal, 10 minutes locking in your #1 Single Stone task.