

4-Day Email Sequence for "Prime Day" by Dilanka – to be used for Project Yourself customers.

EMAIL #1 of 4

Subject Line: Re: Hey

Hey you.

First of all – Congrats!

If you are thinking...

"It's kinda weird to get a random Congrats! from some random guy on the Internet for no reason" 🙄

...you'd be correct! 😊

Well, SORT OF.

It's definitely not for "no reason" though.

Let me be straight with you.

I have GOOD NEWS and BAD NEWS for you.

Tomorrow, we are going to run a MASSIVE sale for Prime Day.

Which means...

EVERYTHING on [Project Yourself](#) is going to be **25% OFF** for **JUST ONE DAY**.

If living a life full of loving relationships and endless abundance is important to you – this is the perfect time to express yourself to the universe by getting a [special artisan made item](#) that your heart calls for.

So...

That's the good news.

As I mentioned earlier...

I also have some bad news 😞

Since we are practically GIVING EVERYTHING AWAY, I certainly can't extend this invitation to EVERYONE.

THOUSANDS of people have expressed interest in participating in this sale, but we simply cannot handle the demand.

Remember how I congratulated you earlier?

The real reason for congratulating you was because...

You were specially selected for the Prime Day sale tomorrow.

...In other words

It's our way of showing gratitude for you 😊

You know how the universe randomly gives a nudge to help you out sometimes?

This invitation is sort of like that 😊

As soon as the Prime Day sale starts, you'll be one of the few people to know about it.

I can't wait to tell you more about this.

Stay tuned!

With many blessings,



Amish Shah

Founder of Project Yourself

EMAIL #2 of 4

Subject Line: 🕒 It's Tiiiiime

Hey you.

So, check this out...

When I was a young buck, my mother always taught me to keep my word.

It's one of those valuable life lessons that have helped me a LOT.

So much so that, I owe a lot of my blessings to that lesson!

Speaking of keeping your word...

As I promised to you yesterday...

I JUST opened the doors for the **PRIME DAY SALE** at [Project Yourself](#).

It's officially TIME! 🕒



...and this invite-only, spiritual doorbuster sale full of the finest, handmade, sustainably sourced, artisan approved artifacts **will only last for the next 24 hours**.

So, whatever you are doing – pause for a moment and [see what items you feel drawn to the most](#).

You know what my grandma told me long time ago?

To find water, you do not dig small pits all over the place.

Rather, you drill deep in ONE PLACE only.

I didn't think much of it at the time...

But, here's how I interpret it now:

Instead of being distracted by all the noise around you, it is better to have DEEP FOCUS on one thing.

...and the most valuable thing to deeply focus on you is YOURSELF, for all the answers you seek are already WITHIN YOU.

You see...

While the external world YOU CAN SEE around you is limited, there's no limit to how deep you can go to explore YOURSELF.

You can literally close your eyes right now and travel anywhere you please with no speed limits or restrictions (go ahead, try it)

...thus, that is why you are an infinite being with infinite potential!

Plus, as you know...

Your EXTERNAL world is a REFLECTION of your INTERNAL world.

So...

I hope that [one of these artisan made items](#) will help you unapologetically express your true, internal self to the world.

Not only that, I wish that your deepest desires will be fulfilled and untold abundance is showered upon your life with the help of our products.

Remember, this Prime Day sale is only going to last for the next 24-hours.

So, [browse around a bit](#) until you find the perfect match and THEN **ORDER IT IMMEDIATELY** to make sure it doesn't run out.

Your perfect match awaits you!

With many blessings,



Amish Shah

EMAIL #3 of 4

Subject Line: Prime Day Extended!

Hey!

So, what did you end up picking from [the collection](#)? 🤔

A while back, I was looking for some reading recommendations at a bookstore.

...and a wise man told me: "...*don't pick the book, instead, let the book **PICK YOU**...*"

It turned out to be great advice – because the book that I really **needed** jumped out at me from the shelves.

So, just in case you are still "thinking" about what to get...

Remember: sometimes it's better to let the item PICK YOU than you pick it 😊

In fact, to show my appreciation for you, I have EXTENDED the **PRIME DAY SALE** at [Project Yourself](#) for ANOTHER 24 HOURS 🙄🙄

SERIOUSLY 🙄



You'll have until the timer runs out, but, my advice would be to [take your pick right now](#).

You'll be PLEASANTLY surprised when your beautiful artifact arrives at your doorstep.

Thank you so much!

With many blessings,



Amish Shah
Founder of Project Yourself

EMAIL #4 of 4

Subject Line: My confession...

Alright, I gotta be honest with ya here.

This is getting a bit ridiculous.

...I've gotten HUNDREDS of emails from people BEGGING me to extend this PRIME DAY SALE thing because they've been busy with life and missed my emails.

I get it.

I have two kids myself.

Life is unpredictable and emails can get lost.

So, just in case life threw an unexpected curveball your way these last couple of days...

[I'll keep the doors open](#) UNTIL the END OF TODAY.

🕒 So, consider this Prime Day sale to be over in...

20 26 00
HOURS MINUTES SECONDS

Since this is your LAST WARNING before it's all over, you should [take your pick right now](#) and grab your favorite item.

Go ahead.

With many blessings,



Amish Shah
Founder of Project Yourself