

Email #1

05/19/19 Introductory Priming Email

Subject line: Walking alone

Hey friend.

I don't mean to startle you today...

But, consider the following bit of advice from a very wise man:

"...If you find no one to support you on the spiritual path, walk alone. There is no companionship with the immature..."

That's from the Buddha.



For some, that may sound like easy advice – but the majority of people would wallow in hesitation and fear if it ACTUALLY came down to following such advice.

I admit it...

I wanted to write this email to you today... **because I sensed that you weren't in that majority.**

After all, walking alone in the real world can be frightening.

But, it can be absolutely necessary... and your life might even depend on your ability to be comfortable with solitude.

Here's the thing:

Our OUTER WORLD is simply a reflection of our INNER WORLD.

Which means... most of the chaos in the world can be attributed to unresolved internal chaos taking place within us.

So – what's the solution to this elusive problem we all face?

I mean – it would be very beneficial for us to figure out how to calm the chaos within us.

Fortunately, THERE IS A WAY.

I must warn you: This is no easy task, and it's certainly not for the faint of heart.

But, since you are still reading this – I am confident that you are going to benefit from what I have to share with you.

So... going back to "calming the chaos" within...

The most effective way to master your mind is to study masters who were masters of THEIR OWN MIND.

You see...

Gautama Buddha was arguably one of the greatest masters to have ever lived – and internalizing his wisdom is going to inevitably enrich your own life...

Over the coming days – I invite you to celebrate Vesak Day, or Buddha's birthday, with me by internalizing and applying some of his greatest teachings to enrich your own life.

In fact – I am going to be sending you personally hand curated teachings by the Buddha in the coming days.

So, please keep your eyes peeled for my emails.

Let Gautama Buddha's wisdom illuminate the darkness and introduce you to your true self.

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Wishing you wisdom and freedom,



Amish Shah
Founder of Project Yourself

P.S: I can't wait to celebrate Buddha's birthday with you by sharing some of his greatest teachings and wisdom – Stay tuned for my emails in the next couple of days!

P.P.S: We have also procured a very small amount of [Buddha Meditation & Empowerment Bundles](#) to celebrate and remember the wisdom of Buddha.

Email #2

05/20/19 Lesson #1

Subject line: ☸ Non-attachment (1st lesson)

Hey friend.

Got a quick story for you.

Once upon a time – long time ago, there was a hardworking Chinese Farmer.

After working hard and saving for a while, he finally got himself a horse to improve his productivity.

Then, all of a sudden, one day... his horse ran away.

One of his neighbors said, "I'm so sorry. This is such bad news. You must be so upset."

The farmer simply responded, "We'll see."

A few days later, his horse returned home with twenty wild horses following.

The man and his son corralled all 21 horses.

His neighbor came to him and said, "Congratulations! This is such good news. You must be so happy!"

The farmer simply responded, "We'll see."

Then, all of a sudden...

One of the wild horses kicked the farmers only son, breaking both of his legs.

Full of sadness, his neighbor returned and said, "I'm so sorry. This is such bad news. You must be so upset."

The farmer simply responded, "We'll see."

Then...

The country went to war, and every able-bodied young man was drafted to fight.

The war was terrible and killed every young man, but the farmer's son was spared, since his broken legs prevented him from being drafted.

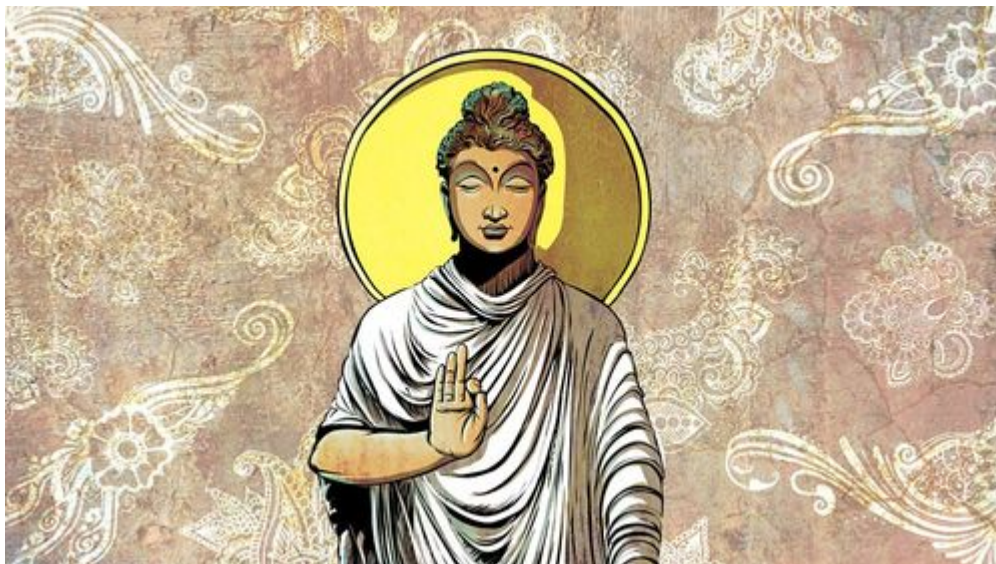
His neighbors said, "Congratulations! This is such good news. You must be so happy!"

The farmer simply responded, "We'll see."

In other words...

The farmer had mastered one of Buddha's greatest teachings...

Free yourself from all attachments.



...which is your lesson for today 😊

This wise farmer shows us the good that comes through inner non-resistance (and non-attachment) to external events.

Consider that...

Nonresistance, non-judgement, and non-attachment are the three keys that will unlock true freedom and your ability to live an enlightened life.

Here are some questions for you to meditate on tonight...

1. What (or who) am I attached to the most?
2. Would reducing my attachment to those things bring more freedom and less suffering to my life?
3. If so, how can I become less attached while still being grateful?

Consider meditating on those questions today 😊

BTW – stay tuned for tomorrow.

I'll be sharing another incredible lesson from Buddha just for you.

Wishing you wisdom and freedom,



Amish Shah
Founder of Project Yourself

P.S: Symbols are powerful. If you'd like a powerful symbol that'll help you summon the wisdom of Buddha at all times – consider getting [your own Buddha Meditation and Empowerment Bundle](#) right now.

Email #3

05/21/19 Lesson #2

Subject line: ☸ Conquer yourself (2nd lesson)

Hey.

How are you?

Just in case you are stressed and worried about life – I hope you got a chance to read my last email about non-attachment.

If you didn't get a chance, feel free to find it in your inbox and read it later.

Anyway, today, I want to share another important lesson from the Buddha...

Conquer yourself.



You see...

During the civil wars in feudal Japan – an invading army would quickly sweep into a town and take control of it with aggression and surprise.

One day, in one particular village – everyone fled just before the army arrived EXCEPT one stubborn Zen master.

Curious about this old fellow – the general went to the temple to see for himself what kind of man this master was.

When he wasn't treated with the deference and submissiveness (by the Zen Master) – to which he was accustomed, the general burst into anger.

"You fool," he shouted as he reached for his sword...

"Don't you realize you are standing before a man who could run you through without blinking an eye!" he yelled...

Despite the threat – the master seemed calm and unmoved.

"And do you realize," the master replied calmly...

"That you are standing before a man who can be run through without blinking an eye?"

(gasp)

The reason why our Zen master had so much certainty in himself was because he (much like Buddha) had conquered himself.

...and since conquering yourself is your lesson for today, here's a suggestion:

The first step in conquering yourself is to conquer your mind.

...and in order to conquer your mind, you must control your thinking.

You see, when you run after your thoughts, you are like a dog chasing a stick.

Every time a stick is thrown, you run after it.

Instead – be like a lion who, rather than chasing after the stick, turns to face the thrower.

One only throws a stick at a lion once 😊

...and THAT is the beginning of conquering yourself.

If you'd like to keep a powerful reminder on the importance of conquering yourself, consider rewarding yourself with [one of these](#).

BTW – stay tuned for tomorrow.

I'll be sharing another incredible lesson from Buddha just for you.

—

Wishing you peace of mind and joy,



Amish Shah
Founder of Project Yourself

P.S: A lot of you joyously emailed me about getting [your very own Buddha Meditation & Empowerment bundle](#) – Thanks for the lovely feedback!

“...Hey Amish, thanks a lot for the singing bowl and the bracelet. Most importantly: thanks for the wonderful lessons. My newborn son loves the serene, soothing sound produced by the singing bowl. Plus, the bracelet is a great reminder of these lessons when I am running errands...” – **Emily S. from Maui, Hawaii.**

Email #4

05/22/19 Lesson #3

Subject line: ☸ World is made by mind (3rd lesson)

Hey friend.

Did you manage to [reward yourself with one of these](#) yet?

If so, congratulations!

Also...

Thanks again for celebrating Buddha's birthday with me...

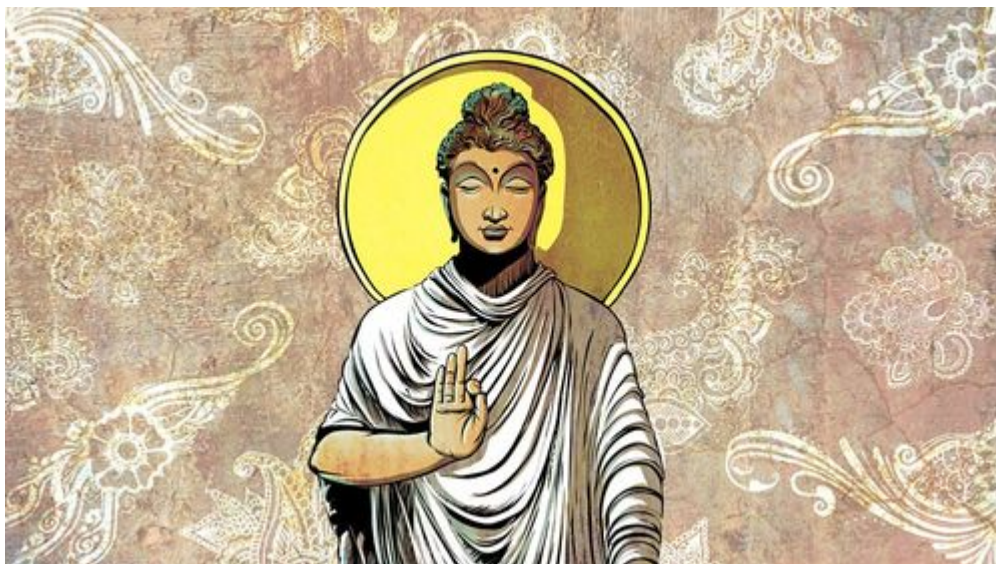
I am super grateful.

In fact, we should both be grateful for having the privilege to study and apply the wisdom left by Gautama Buddha.

Speaking of which...

Let's get on with today's lesson:

World is made by mind.



You see...

Nothing you experience is ACTUALLY reality.

What you experience is 100% formed by your mind.

For example – there are animals that cannot see color.

To them, color literally does not exist.

Here's another example.

In space, since there is no air – sound waves cannot propagate, which means...

Sound literally does not exist from the perspective of space.

But – for you and I, sound waves get carried by the air before they hit our eardrums.

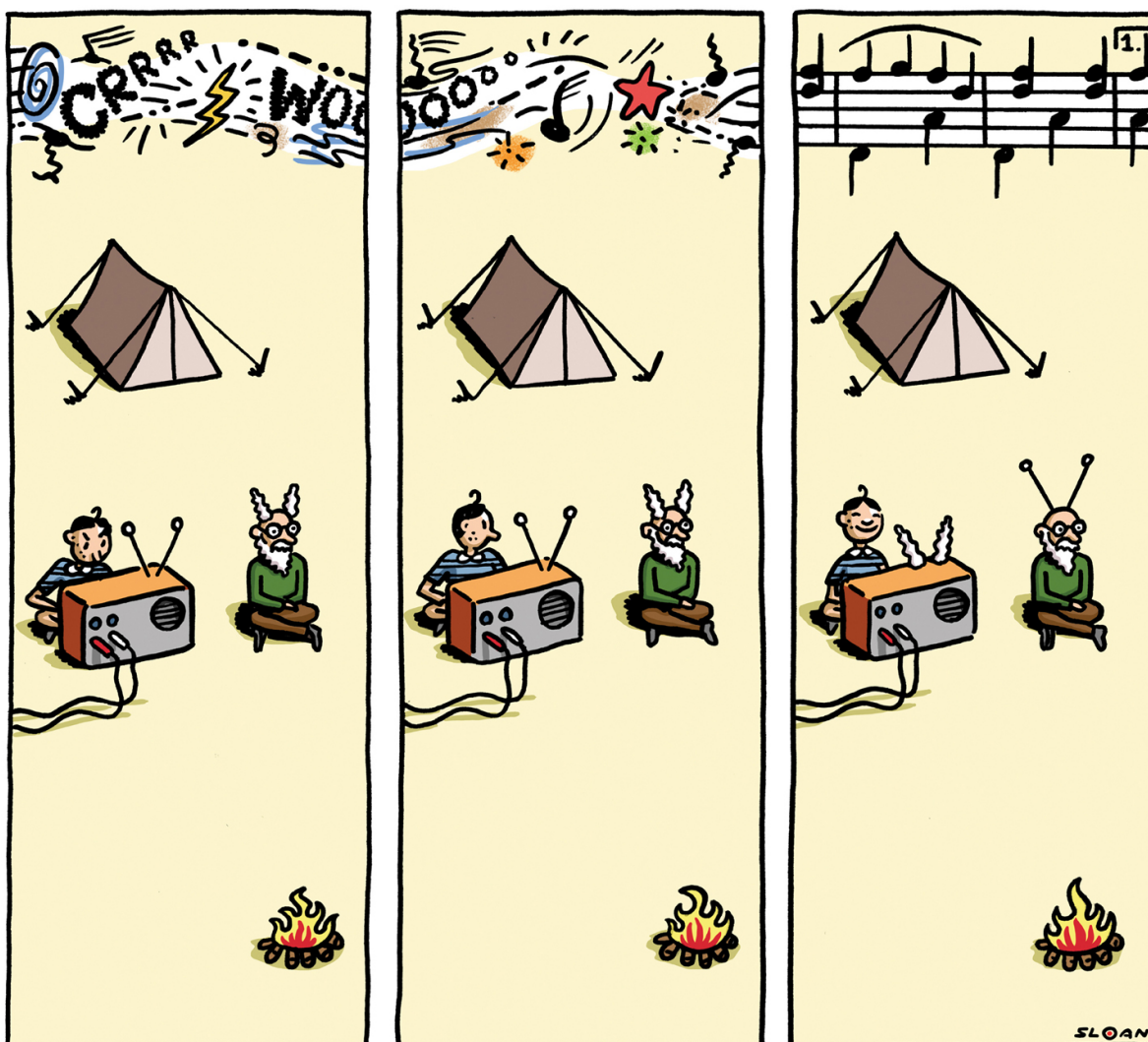
Then, our brains interpret and process those sound waves before we can actually “hear them”

...In other words, Buddha is saying that reality is subjective and is delivered to us in an altered manner by the mind.

Incredible huh?

Here's the craziest part...

Knowing and understanding this insight puts reality in your hands ☺



In other words: you are the pilot of your own mind.

Not only that...

Knowing the intimate nature of your own mind doesn't just make you its commander – it's the first step toward living a life with no suffering.

Some food for thought... ☺

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Wishing you a prosperous life,



Amish Shah

Founder of Project Yourself

P.S: Did you manage to get your very own [Buddha Meditation & Empowerment bundle](#) yet? – **look what others are saying:**

"...My husband loves [the singing bowl](#). It's so calming, soothing, and addicting! Since the charms are removable, my husband even loves [the bracelet](#)! – I think I might have to get another bundle for myself! Thanks guys!..." – **Marielle A. from Santa Barbara, California.**

Email #5

05/22/19 Final CTA

Subject line: Proud of ya!

Hey friend.

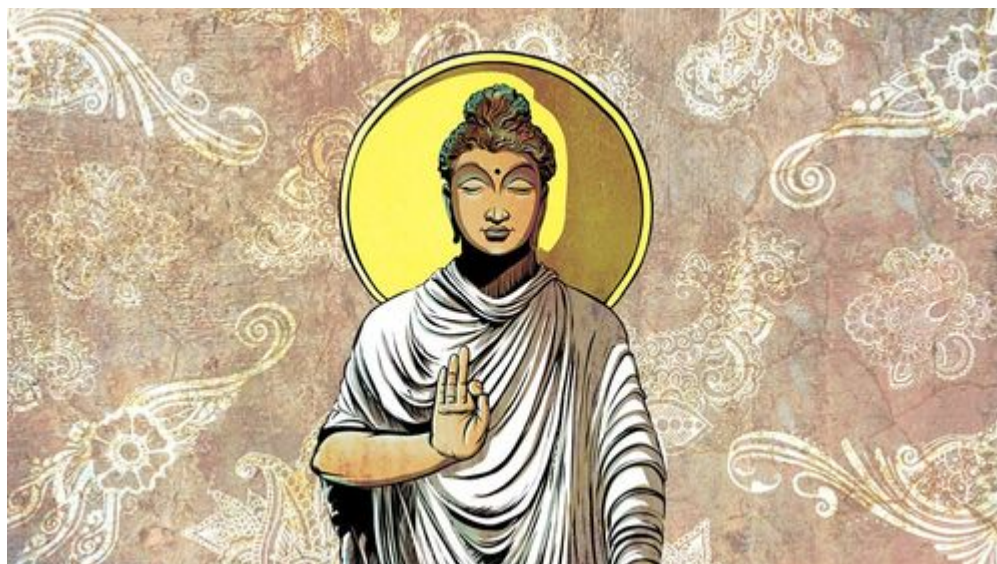
Happy to see you again! 😊

In celebration of Buddha's birthday, I want to congratulate you for absorbing his wise words and lessons in the past few days.

Did you know that the root word of Buddha (**budh**) actually means ***the awakened one***?

It does.

Which means Buddha nature is already WITHIN YOU, my friend.



Recall that the 3 lessons were...

1. Free yourself from all attachments.
2. Conquer yourself.
3. World is made by mind.

I STRONGLY recommend going back to your inbox and re-reading those lessons from the last couple of days.

I am certain that these wise lessons from the Buddha will enrich your life in unimaginable ways.

Many seekers keep a powerful symbol nearby to help reinforce the wisdom of Buddha indefinitely as they live.

If you'd like a powerful reminder to apply these lessons to your life – I invite you to [get your own Buddha Meditation and Empowerment Bundle](#).

They are available in limited quantities – and at a **never-repeated-again** discount on the next 50 orders.

Feel free to get one for your loved ones as a gift too.

May you become as wise as the Buddha!

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Wishing you a joyful and abundant life,



Amish Shah

Founder of Project Yourself

P.S: Symbols are very powerful. That's why my house is littered with all sorts of positive symbols. I personally [use these](#) in my living room as a powerful reminder of Buddha's wise lessons.

"...Hey Amish, thanks for sending those wonderful lessons from lord Buddha. I've never heard those in such captivating stories. I also got TWO [Buddha Meditation & Empowerment bundles](#) for myself and my girlfriend – WE LOVE IT. Namaste!..." –
Emily S. from Maui, Hawaii.