

Email: 10 Swipes

Business Vision Academy · affiliate program
Document 3.6

For affiliates with a list of their own. Numbers 1–7 form a sequence; 8–10 are standalone sends.

Legal minimums on every email: a working unsubscribe link, a physical postal address, a truthful subject line, and an affiliate disclosure. CAN-SPAM, 15 U.S.C. §7701 and FTC 16 CFR Part 255. Purchased lists and scraped addresses are grounds for removal from the program.

Replace [LINK], [FIRST NAME], [YOUR NAME]. Keep the disclosure line.

Sequence: EM-1 to EM-7

Send on days 1, 2, 4, 5, 7, 8 and 10. Suppress anyone who purchases.

EM-1 — Day 1. Problem only, no offer.

Subject: The tab I never used **Alternatives:** Two years, six times · I did this badly first

[FIRST NAME],

I've had an AI tab open in my browser for about two years.

I've used it maybe six times. Birthday messages. Rewriting a text so it sounded less annoyed than I felt. Once, memorably, to name a cat.

Meanwhile people I work with are producing things in an hour that used to take me a day, and I kept assuming they knew something technical that I didn't.

They didn't. I checked.

What they had was much less interesting than a secret: they'd worked out which parts of their job were worth handing over, and I hadn't.

That's the whole gap. Not intelligence, not a technical background. Just a list of candidates that nobody hands you.

I'll tell you what ended up on mine tomorrow.

[YOUR NAME]

EM-2 — Day 2. The list. Still no offer.

Subject: Seven things that stopped taking all afternoon

[FIRST NAME],

Yesterday I said I'd tell you what ended up on my list. Here it is, in the order things actually changed.

1. The weekly status report. Same structure every time, different facts. Was an hour every Friday. Now about eight minutes, most of it reading what came back.
2. The forty-page document I only need two things from. Not summarising it – asking specific questions and making it point at where the answer came from, so I can check.
3. The difficult email. Declining something. Chasing a late payment. Three versions at different levels of directness, then pick one.
4. The badly exported spreadsheet. This is the one that surprised me, because I'd assumed it needed formulas I don't know.
5. Meeting notes that turn into actual follow-ups, written before I've left the room instead of three days later from memory.
6. First drafts of anything. Not the final version – the blank page.
7. Explaining my own work to a different audience. This is where I now save the most time, and it never would have occurred to me to try.

None of this needed code.

What it needed was knowing these were even candidates. Which brings me to the part I got wrong for two years – tomorrow.

[YOUR NAME]

EM-3 — Day 4. The reframe.

Subject: Forty videos, zero systems

[FIRST NAME],

Here's what I did for two years instead of learning this properly:
I collected videos.

Saved them. Bookmarked them. Watched one occasionally, felt briefly
informed, closed the tab, and changed nothing about how I worked.

I don't think that was a discipline failure. Free content is built to
be watched, not followed. There's no order to it. There's no ending.
Nothing tells you what comes next, and nothing assumes you did the
previous thing.

That's fine for entertainment. It's useless for a skill.

Every skill I've actually acquired – driving, a language, the software
I use at work – came in a sequence, from someone who'd decided what
order it went in. Nobody learns to drive from a playlist.

So I worked through an actual curriculum instead. I'll tell you which
one tomorrow, and what's in it.

[YOUR NAME]

EM-4 — Day 5. The offer.

Subject: Ten courses, one a month

[FIRST NAME],

The program is called AI Made Simple.

Ten courses. One arrives each month. Two to three hours each. In order, each assuming the one before it, ending with a system you keep using after the program is over.

It's built for people who don't work in tech. No coding at any point, nothing to install beyond a browser tab, no assumed technical knowledge. That isn't a marketing line – it's the design constraint of the thing.

What it covers, roughly: getting a usable answer in the first place, writing that sounds like you, reading long documents fast, data and spreadsheets, research you can trust, meetings and follow-ups, presentations, and then building repeatable processes out of all of it.

The price is \$28 a month for ten months. \$280 in total. After the tenth payment the access is permanent – no renewal, nothing that quietly bills you next year.

You can cancel from your own account at any point. If course one doesn't land, you've spent \$28 and you keep it.

Full curriculum here: [LINK]

[YOUR NAME]

Disclosure: the link above is an affiliate link. If you buy through it, I earn a commission at no additional cost to you.

[Unsubscribe] · [Your physical mailing address]

EM-5 — Day 7. Objections.

Subject: "Isn't all of this free somewhere?"

[FIRST NAME],

Three replies to Friday's email, three versions of the same question.
Worth answering properly.

"Isn't all of this free somewhere?"

Yes. So is every language, every instrument, and every trade. People still pay for the version that's in order, has an ending, and doesn't require them to work out what's next. You're not paying for information. You're paying for sequence.

"I'm not technical at all."

That's the assumption the whole thing is built on. If you can write an email, you can do every course in it. No code, no terminal, no API keys, nothing to install.

"I don't have time."

Two to three hours a month. That's the reason for the monthly release – it's paced so you finish rather than binge two courses and forget the rest. And you're almost certainly spending more than three hours a month doing things slowly.

"Won't the tools change and make it useless?"

The interfaces change constantly. What doesn't change is how you decide what to hand over, how to describe it, and how to check what comes back. That's most of the program.

Curriculum and pricing: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-6 — Day 8. Cost of inaction.

Subject: Ten months from now

[FIRST NAME],

Something I keep coming back to.

Ten months from now, one of two things is true. Either you have a working system for this – the seven things from last week are just how you work, and you don't think about it – or you've watched another forty videos and nothing has changed.

The second one isn't a failure of will. It's the default. It's what happens when nothing imposes an order on the material.

The cost of the first option is \$28 to find out whether it's for you, and \$280 across ten months if it is.

The cost of the second one is harder to see, which is exactly why it wins so often.

[LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-7 — Day 10. Close.

Subject: Last one on this

[FIRST NAME],

Last email from me about this, then I'll leave it alone.

Quick recap of why I sent seven of them:

The skill isn't prompts. It's knowing which parts of your work are candidates for handing over – which is boring, specific to your role, and therefore in no video.

Free content is a playlist, not a curriculum. That's why forty videos produce zero systems.

The program is ten courses, one a month, in order, built for people with no technical background. \$28 a month for ten months, then it's permanent. Cancel any time.

If it's not for you, that's a reasonable conclusion and you won't hear from me about it again.

If it is: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

Standalone sends

EM-8 — Solo ad, career angle. AI Mastery \$260.

Subject: Go count how many say "AI proficiency"

[FIRST NAME],

Go and look at job listings in your field right now. Count how many say "AI proficiency" or something close to it.

Two years ago that line lived on developer roles. Now it's on marketing, operations, finance, HR, admin – jobs with nothing to do with tech.

The problem is what you do about it. You can't put "I watched some videos" on a resume, and you certainly can't demonstrate it when someone in an interview asks you to walk through how you'd use it on a real task.

This is the program I'd point you at: 21 courses, beginner to advanced, in a fixed order. Foundation, then actual work – documents, data, research, presentations, meetings – then repeatable systems. No coding at any point.

\$260 as a single payment with everything unlocked, or ten payments of \$47.

Curriculum here: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-9 — Newsletter insert. Drop into an existing send.

Not a full email — a section for a newsletter that already goes out.

SOMETHING I'VE BEEN USING

Seven work tasks that stopped taking me all afternoon, none of which need code:

The weekly status report (an hour → about eight minutes). The forty-page document I only need two things from. The difficult email I'd normally rewrite six times. The spreadsheet somebody exported badly – this one surprised me most. Meeting notes that become actual follow-ups. First drafts of anything. And explaining my own work to a different audience, which is where I now save the most time.

What unlocked it wasn't a better prompt. It was realising these were candidates in the first place, which is the part no tutorial covers.

I worked through a structured program rather than piecing it together: ten courses, one a month, no coding, built for non-technical roles. \$28/month for ten months (\$280 total), then permanent access. [LINK]

(Affiliate link – I earn a commission if you buy through it.)

EM-10 — Short send to an engaged segment.

Subject: Ten courses, one a month, \$28

[FIRST NAME],

Short one.

If you've been meaning to learn to use AI at work properly and keep not doing it, the reason is probably that free content is a playlist, not a curriculum.

This is a curriculum: ten courses, one arriving each month, in order, built for people who don't work in tech. No coding. \$28 a month for ten months, then it's permanent. Cancel any time.

[LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

Subject line bank

AI Made Simple (\$28)

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The tab I never used
Two years, six times
Forty videos, zero systems
Ten courses, one a month
Why the tutorials didn't stick
Nobody learns to drive from a playlist
"Isn't all of this free somewhere?"
Ten months from now
The part nobody explains
What did you use it for this week?
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AI Mastery (\$260)

```
Go count how many say "AI proficiency"
The resume line you don't have
21 courses, beginner to advanced
They didn't hire anyone
From first prompt to working system
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Send settings

Element	Recommendation
Cadence	Days 1, 2, 4, 5, 7, 8, 10
Suppression	Remove purchasers via ClickBank postback
Send time	6:00–8:00 recipient local time
From name	A person, not a company
Subject case	Sentence case. No emoji, no "RE:", no "FWD:"
A/B test	Subject line only, on the first two emails

Diagnostic thresholds: open rate under 20% is a subject line or deliverability problem, not an offer problem. CTR under 2% with a healthy open rate is a body copy problem.