

Email 1- Thank you + delivering the quiz result

Subject line: {{first_name}} you must see your career score

Preview text: an open space to discuss your career health

Hey {{first_name}},

This is your first move towards your career health. Congratulations 🎉

[Here's what your scorecard says.](#)

These detailed insights will help you make an informed decision.

{{first_name}} if you've taken this test,

You're already smart enough to know that a good job NEVER PROMISES you an easy escape from mid-career stagnation.

Whether,

→ You've reached stagnation in terms of skills or salary.

→ You constantly feel unappreciated in your job.

→ You're stuck and unsure about your role.

→ You're having constant periods of stress and burnout.

I relate to every bit of this because I've spent two decades helping IT professionals give solutions for their mid-career stagnation.

{{first_name}} consider this email an open space to discuss your career health.

I promise to reply to you ASAP.

To your success,
Ehsan

Email 2- Thank you + delivering the quiz result

Subject line: {{first_name}} This is a guaranteed formula for career growth
Preview text: he added six figures to his income in just 12 weeks

Hey {{first_name}},

You're among the top 10% actively advancing your career growth.

And I don't want you to stop here.

I hope the career score provided you with valuable insights.

{{first_name}}, we haven't introduced ourselves yet.

I'm Ehsan, a certified career coach with 22 years of IT experience.

My journey was quite similar to yours. I've been where you are now, feeling stuck in the middle of a career, unsure of the next steps.

After a lot of hustle, I found that every successful career has three important patterns or elements.

→ **Clarity, Communication and Connection.**

I call it the 3Cs.

If you've noticed, your scorecard centered on these three key factors.

And anyone who masters these can reach to their peak career.

I've seen this happen firsthand.

My students got remarkable results using the same formula.

We witnessed a remarkable transformation, like,

A BA working as a lead architect.

A PM becomes the top sales director.

Another added six figures to his income in just 12 weeks!

{{first_name}}, looking at your scorecard, I exactly know how you can use these 3Cs and excel in your dream career.

If this sounds like your goal,

[BOOK A FREE 1:1 CAREER GROWTH CALL WITH ME.](#)

Your professional journey matters a lot. And you're born to flourish.

To your success,

Ehsan

P.S.: Stick to my next email to know my top three regrets during my career growth.

It'll be really helpful for you.

Email 3: showcase authority and CTA

Subject line: {{first_name}} these career mistakes will cost you time

Preview text: An easy way to feel respected, and acknowledged for your efforts

Hey,

{{first_name}} **success comes with loads of regrets.**

I've had my fair share of regrets during my professional journey.

To be honest, quite a lot.

{{first_name}}, I only want you to read this email if you want to get over those career regrets. If you're looking for a **SOLID SOLUTION** ✂️ (no YouTube stuff)

But first, let me share with you my top three regrets.
Regrets that I don't want you to have later.

Starting with,

✂️ Not asking for professional help when I hit roadblocks.
I wasted so much time trying to figure things out solo.

Second,

✂️ Not having someone I could look up to and learn from.
I never had any role models or mentors to guide me.

Third,

✂️ Trying out different careers without any plan or goals.
I realized I was just going around in circles without a solid direction.

{{first_name}}, had I focused on devising a solid career plan early on, I might have been able to channel my efforts more effectively and reach my goals easier and faster.

Though you might try to figure out everything on your own.
*But this will cost you **TIME**(just like it did to me).*

What if I tell you,

There is an easy way to feel respected, and acknowledged for your efforts,
receive bigger titles and add six figures to your income in just 12 weeks!

This can only happen if you're dedicated enough to make it happen.
If you're ready to put in 100% action.

[BOOK YOUR FREE 1:1 CAREER ROADMAP CALL WITH ME TO DISCUSS ABOUT YOUR GOAL.](#)

To your success,
Ehsan

P.S.: This call is number-sensitive to only the first 10 action-takers.

Email 4: share a client's testimonial to build more credibility and authority. Introduce workshop

Subject line: How [client name] landed a job with a 45% hike
Preview text: Book your slot for this career growth webinar

Hey {{first_name}},

We all encounter challenges in our careers.

But there's always a difference between someone *who keeps fixating on problems* and *someone who always tries to find a solution*.

The latter always wins.

If you're solution-oriented, I have an opportunity for you at the end.

{{first_name}} Last Saturday I received a message that made me proud and emotional.

It said,

*[*note for Ehsan: Either you can add this text or a screenshot of this text from WhatsApp. This will make it look more authentic]*

[Client name] said, “ *Ehsan, days ago I had a challenging setback. I was made redundant at my own company. I was unsure, stressed and anxious. I didn't know how to take things further. And today I secured a role 2-level up from my last job & an annual package increase of about \$100K! How did I just do this? I'm so glad that I trusted you and your process.*”

He deserved it all because he worked really hard. He implemented every step and never stopped seeking help. I couldn't find any reason to not help him.

You know what, I just teach my students things that worked for me.

The exact steps that can transform their lives and their career.

Here's how we take things further.

[1]

Outlining the aspirations.

It's crucial to be crystal clear about what you want to achieve in your career.

[2]

Crafting a strong compelling career story.

We'll highlight your unique strengths, experiences, and accomplishments.

[3]

Practice the pitch.

We refine your delivery and ensure a clear, concise, and impactful message.

[4]

Target companies that match your aspirations.

We identify companies that resonate with your career aspirations and best fit for your overall professional growth.

[5]

Start strategic networking.

Finally, I'll help you to leverage your connections with the companies you want to work with.

This is just *10% of what the work looks like.*

The dedication and energy needed will be unmatched.

Using these same steps, [client name] was offered the role of [role] which was 2-level up from his previous job with a 30% hike!

What amazed me was,

[client name] was able to negotiate and brought up to 45%!

Looking at his dedication, I gifted him a 3-month plan to excel at his new job role.

{{first_name}} here's how you can do the same for yourself.

I'll be hosting [a free workshop on the 5th of November. \[add link\]](#)

Here's a sneak peek of what you will take away:

1. Overcoming fear and stepping out of my comfort zone.
2. How can you become the top 1% professional in your industry in less than 2 years?
3. How to add 30% to income without a new skill or certification.

{{first_name}}, there will be no youtube stuff. No generic solutions.

This will be a pure **VALUE-PACKED SESSION** with solutions coming from experience and practice.

[@marketingwithkajal](#)
The enrollment opens today to book your spot.

Trust to see you there.

To your success,
Ehsan

P.S.: I'd suggest booking your spot if career growth is your goal. We're keeping the seats limited to ensure that I deliver the best and solve all your questions.

P.P.S.: Keep your goals and questions handy so that I can answer them all.

Email 5: Talk about something you'd do differently if you were to start afresh in your career.

Subject line: My one advice on career success {{first_name}}
Preview text: If you want to start from zero

Hey {{first_name}},

My student asked me a million-dollar question.

He asked, “Ehsan, if you had to start your career from zero. What would you do?”

This question reflected my whole entrepreneurial journey.

I know how important it is to share that ONE RIGHT LIFE LESSON.

Every share of success and failure contributed to my growth.

I realized there was one big thing that slowed me down.

If I hadn't made that mistake, I could have reached my goals much faster.

I'd have made fewer mistakes and saved more time and money.

That mistake was....

NOT SEEKING HELP.

I thought I could *'figure it out all.'*

I was reluctant to ask for help because **I didn't want others to think I knew less.**

Now I understand that asking for help doesn't mean you're giving up.

It means **you're brave enough to admit that we don't have all the answers, and that's perfectly okay.**

This is exactly what I tell my students.

Never hesitate to reach out. Finding a solution should not be hard and time-consuming. Because it costs your time and money.

{{first_name}} I'd never want you to repeat this mistake.

Seek help and fast-track your success now.

The best I can do for you is,

[Help you with your problems in my free 1:1 career strategy call to cut down all guesswork.](#)

To your success,
Ehsan

P.S.: {{first_name}}, *the best time to make your first career move is now.*