

EMAIL #1 — Welcome JG World, Origin Story, Expectations, Sell Energy Bus

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: Immediately after opt-in

SUBJ: She was going to leave me unless I did this...

PREH: This is a bit personal, **Name**

I grew up in a Jewish-Italian family.

That's me in the front.



Our household always had four things: a lot of food, a lot of guilt, a lot of wine, and a lot of whining.

It wasn't the most positive household and my dad was one of the most negative people on the planet. So I struggled with positivity growing up.

Then in my late twenties, my wife finally had enough of my negativity.

She told me, *"I love you, but I'm not going to spend my life with someone who makes me so miserable. You need to change."*

I had two small children. I was stressed, fearful, and negative.

Plus, I lost my job during the dot-com crash.

How am I going to pay the bills? Get groceries? Pay for the kid's activities?

It was the scariest time of my life. I was crumbling from the inside out.

Facing the weight of my wife's ultimatum, I was forced to confront the stark reality of my negativity and its impact not just on myself, but on those I loved most.

It was a wake-up call that I couldn't ignore.

I began a journey of self-discovery and growth in that moment. I sought out books, podcasts, and mentors who could guide me towards a more positive mindset.

Everyday I worked to become a more positive father and person. Once I saw that adding more positivity in my life worked, I hoped that it would help others too.

That's why I began sharing the same ideas and tips that changed my life.

After I wrote [The Energy Bus](#) at the age of 35, I mostly wrote books and spoke around the country.

I loved it and still love doing it, but a few years ago I realized I was called to do more.

One of the most important lessons I've learned is that your belief will determine what you create.

Just as stars shine the brightest in the darkness, positive people shine the most through adversity.

Being positive doesn't mean you ignore reality. It means you maintain optimism and belief to create a better reality.

When you approach your life and work with a forward thinking mindset, you bring out the best in yourself and those around you.

I best explain it in this short video:

[\[WATCH\] How to Overcome Anxiety and Win the Battle of Your Mind](#)

Feed the positive, weed the negative, **Name**. Watch that video and it'll all make sense.

Talk soon,
Jon Gordon

P.S. I'm going to send you another email soon with the competitive advantage I teach to billion dollar companies and championship teams all over the world.

P.P.S. Add my email to your contacts/approved senders list so it doesn't go to spam. You don't want to miss this.

EMAIL #2 — Break “Positivity is Weak Leadership” Belief

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: Positive people build bigger businesses...it's a FACT

PREH: Uncover the power of positivity in business inside

Name, I have a question for you.

Name one successful person who's negative.

Chances are, you're struggling to name one.

That's because negative people are not successful.

It makes me wonder why people think positive thinking makes you weak.

It's not pom-poms and pep rallies. There's science behind this forward thinking mindset.

Positive emotions undo lingering negative emotions, fuel psychological resilience, and trigger upward spirals toward enhanced emotional well-being. (Fredrickson and Joiner, 2000)

Here's more proof:

- **Positive people sell more:** Sales people who scored high on optimism sold 37% more than their pessimistic counterparts according to a study at the University of Pennsylvania.
- **Positivity contributes to business success:** In a study by Kansas State University, researchers found when people were more positive, they demonstrated better decision making and job performance.
- **Positivity is linked to greater health:** According to a University of British Columbia study, positivity is linked to everything from reduced risk of mortality and depression to reductions in chronic pain and physical limitations.
- **Positivity boosts success in life:** The University of California Riverside found that the positive moods of happy people contribute to them working harder toward goals, and learning and capability development.

Throughout history, there's been a misguided association between positivity and a lack of resilience or toughness, but the proof is in the results.

Multi-million and billion dollar teams break records because they instill positivity in their culture and they understand how positive thinking fosters strength.

I've seen it work time and time again with teams like The Los Angeles Dodgers, Clemson Tigers, Miami Heat and The Los Angeles Rams.

If you lead with optimism and build a positive culture you will develop a committed team that achieves superior results.

Talk soon,
Jon Gordon

P.S. Most people know him as an actor, but did you know Matthew McConaughey is also a motivational speaker, **Name**?

Keep an eye out for another email. I'm going to send over our chat on the [Positive University](#) podcast. This is an intimate look at how Matthew approaches his life and career with positivity.

EMAIL #3 — Positive University Podcast Promo

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: Alright, alright, alright, **Name**

PREH: Positivity tips from Matt McConaughey inside

Hi **Name**,

Here's that episode of Positive University I promised you:

[\[WATCH\] Matthew McConaughey's Mindset To Overcome](#)



In this episode, I sat down with Matthew McConaughey. We cover everything from the importance of positivity to sports and acting.

Plus, what to do when you're stuck in limbo and how to get out of that trap.

Here's what viewers are saying about the episode:

@discoveringw.i.s.e6014 says, *What a great candid message on mindset, perseverance and knowing that there's always a why.*

@richardherod54 says, *Great message on life lessons. We should all listen and apply these principles in our daily lives.*

@annepayne6782 says, *He is awesome and so is his book! Love his attitude and the way he sees things in life. Good ol East Texas Boy!*

Talk soon,
Jon Gordon

P.S. I'm going to share an Ed Mylett interview with you soon.

If you've ever felt like there's something missing in your life, you need to hear this.

EMAIL #4 — Ed Mylett Interview: Oneness & Separateness

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: Something missing in life, **Name?**

PREH: Check out my talk with Ed Mylett inside

Do you struggle with motivation or find yourself unable to cope with setbacks, **Name?**

Maybe you're struggling with stress or feel a sense of isolation from others.

Here's the truth: our state of mind and everything we experience is ultimately influenced by something called **oneness and separateness**.

For example: a team that's divided is disconnected and powerless, but a team that is united is connected and powerful.

The same applies to you. When you feel a sense of oneness and unity, you feel strong.

When you feel separate, you feel disconnected and weak.

I sat down with a close friend of mine, Ed Mylett, to discuss this topic:

[\[LISTEN\] Elevate Your Mindset](#)



We discuss:

- Inflammation of the soul and how to remedy this 'success killer'.
- Mindset and how it ultimately determines what you create and experience in life.
- What makes great leaders great.
- How to reveal your weaknesses through faith and live a more purposeful and peaceful life.

We are meant to live with hope, clarity, purpose, and confidence, **Name**. If you need a hand in finding yours, [listen now](#).

Talk soon,
Jon Gordon

P.S. If you want to take this further, check out my Wall Street Journal bestseller, [The One Truth](#).

You'll see life through a new lens, think with more clarity, confidence, and perform at a higher level.

EMAIL #5 — Culture is Not Static, it's Dynamic

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: The biggest mistake you can make...

PREH: (avoid this at all costs!)

A lot of people overlook the power of positivity, **Name**.

People assume that being positive means suppressing negative emotions.

Some even view positivity as a form of weakness or avoiding problems, but positivity is not a passive trait. It doesn't mean you lack grit or toughness.

A lack of positivity is one of the biggest setbacks you could put on yourself in life.

Results are the byproduct of your culture, teamwork, vision, talent, innovation, execution, and commitment.

[The Power Of Positive Leadership](#) shows you how to bring it all together. 

It's the real stuff that makes great leaders great.

The research is clear: being a positive leader is not just a nice way to lead.

It's *the way* to lead if you want to unite your organization in the face of adversity, develop a connected team and achieve superior results.

Every organization and every club has a mission statement, but only the best are on a mission.

So, how do we do that?

I explain it in this short video:

[\[WATCH\] Culture is not static. it's dynamic.](#)

Remember: when you know your why, you know the way.

The best is yet to come,
Jon Gordon

P.S. Are you a carrot, an egg, or a coffee bean? In life, we all have a choice. Get your answer in my next email.

EMAIL #6 — How To Brew Success From Within

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: Are you a carrot, an egg, or a coffee bean?

PREH: Discover how to brew success inside

We all have a choice in life, **Name**.

Since we were children our parents told us we have the power to decide how we feel and who we want to be.

So often with challenges, we have to look within to see what we can do to be our best.

Let me give you an example: the carrot, the egg, and the coffee bean.

If you take a carrot and put it into boiling water, what happens to the carrot? It gets softened, it gets weakened by the environment.

If you put an egg into boiling water, what happens to the egg? It gets hardened by the environment.

The same goes for you, for us, for humanity.

When we deal with stress and negativity we often allow our environment to affect us.

We can become the egg and let it harden us or we can become the carrot and let it break us.

But the coffee bean?

It transforms the environment and that's a whole new game.

[\[WATCH\] Brewing Success From Within](#)

The best is yet to come,
Jon Gordon

P.S. If you're a leader, parent, or coach, don't miss my next email. I'm going to share an intimate keynote I led with my daughter about finding your purpose.

EMAIL #7 — Find Your Purpose

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: How to activate your purpose as a leader, speaker, or coach

PREH: (Parents love this story)

Name, have you ever known someone who could achieve so much but fears failure so they never go for it?

This reminds me of my daughter Jade. She used to be paralyzed by the fear of failure.

As a father, I was heartbroken. If you're a parent or guardian you know how it feels to see your kids struggle with confidence when you know they are capable of so much.

Jade would hold herself back on the lacrosse field in particular. She was so afraid to stumble and face the wrath of her coach.

Every game, she was haunted by the specter of failure. This made her never want to actually go for it because she thought she might fail.

That's when I stepped in and I'll never forget what happened next.

Spoiler: it doesn't go quite the way I was hoping.

Find out in this short video:

[\[WATCH\] Find Your Purpose](#)

Despite my best efforts to help Jade overcome her fear, her journey was filled with unexpected twists and turns.

I won't spoil it for you here, but I invite you to witness the transformative power of purpose in action.

It's our job as leaders, parents, and coaches to help others find their purpose.

To do this, one of the most important things you can do is discover your own purpose and then help others discover and activate theirs.

The best is yet to come,
Jon Gordon

P.S. I'm sending you an invitation to one of my events. Keep an eye out for another email soon.

EMAIL #8 — Day Of Development Pitch

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: X days after opt-in

SUBJ: What happens next?

PREH: + your invite inside

Hi **Name**, I hope you've enjoyed the videos, interviews and stories over the last few days.

By now you're likely at one of two stages:

1. You're ready to make the next step in developing yourself as a leader (in business, at home, for yourself).
2. You're not quite ready and want to absorb more (this is totally fine).

For those of you who *are* ready to make the next step in your life and career, I encourage you to join me at [Day Of Development](#).



This event is the most comprehensive blend of mindset, leadership, and teamwork based off of three of my bestselling books: *The Energy Bus*, *The Power of Positive Leadership*, and *The Power of a Positive Team*.

We cover:

- How to avoid burnout and activate your life's purpose.
- The EPO formula for shifting your reality to abundance.
- The secret to self-improvement for superior results in your life, career, and relationships.
- How to create and nurture a 'winning mindset' with neuroscience backed strategies.

What I love most about [Day of Development](#) is seeing people from various professions and industries connect and learn from each other.

One of the best parts is the people you will meet, the connections you will develop, the energy you will share, and the lessons you will learn.

I'll never forget when a NHL hockey coach told me he learned more from the educators and business leaders at his table than he had learned at all the hockey meetings over the years.

I'll be there and hope to meet you, **Name**.

[\[SAVE MY SEAT\] Day of Development](#)

The best is yet to come,
Jon Gordon