



Investment Coaching Email Samples John Hays

Most of the emails in this series link to content which the client has curated. So I often include some teaching or insight to put the client's "voice" and "spin" on it.

SUBJ: Rock 'n' roll and the voices in your head...

Remember the old song by the band Kansas, "Carry On Wayward Son"?

It's got that line, "I set a course for winds of fortune, but I hear the voices say..."

And what they say is, "Carry on my wayward son." So those are good voices, the kind you want to listen to.

But there are other voices, too. The ones that speak defeat, despair, negativity, and all that kind of garbage. Not good. The kind you **don't** want to listen to.

I'm not saying you're crazy or anything – I guess we all have good and bad voices in our heads! And, you know, maybe some folks have more (and louder) bad voices in there than others. But it doesn't matter...

What matters is which voices you listen to. Here's a video to remind you how this works...

[Watch "Never Quit!" here.](#)

To your success!

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SUBJ: 1,330 reasons to fail more often...

Xxxxxxx here, and I want to talk about failure...

That's right, failure.

Because failure... has everything to do with your success.

Take Babe Ruth – he struck out 1,330 times in the course of his career.

As in *struck out*. Doesn't sound too impressive, does it?

But most people hardly know or care about that. Fans around the world celebrate **his career total of 714 home runs**... other record-setting stats, including 2,213 runs batted in... and being one of the first inductees into the Baseball Hall of Fame.

They called him the "Sultan of Swat" for a reason... **and he couldn't have done it without all those strikeouts.**

Listen, the harder you strive for success... the more you will fail.

(Please read that line again – it's not a typo.)

In other words, failure isn't the problem – it's responding to failures and mistakes the wrong way that's a problem.

But if you respond the right way...

Well, you'll know in your gut what The Bambino meant when he said, "Never let the fear of striking out get in your way."

[Feed the winner inside of YOU – read "How to Overcome Failure: 9 Powerful Habits" here.](#)

To your success!

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SUBJ: The dumbest guy in the room...

I just listened to a guy basically brag about being the dumbest guy in the room...

Kinda makes you wonder... **Why in the world** would someone brag about that? Wouldn't it make more sense to, you know – keep that kind of a secret?

Here's the thing: I get where he's coming from.

If you're more into keeping your ego intact than admitting how ignorant you are about some things...

If you'd rather always be the "smartest person in the room", who impresses everyone else with how brilliant you are...

Then you're selling yourself short.

Sometimes it's good to be the dumbest person in the room... because that's how you get smart.

[Read more "dumb advice for investors" here \(or just watch the video\)...](#)

To your success!

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SUBJ: The most dominant team ever assembled?

Xxxxxxx here, and I'm thinking about one of the great sports teams from back in the day...

In tournament play, they defeated their opponents by an average of 44 points per game, leading up to the final match. (They won that match by a hefty 32 points.)

They were... untouchable.

I'm talking about the 1992 United States Olympics men's basketball team. They were called the "Dream Team." A *Sports Illustrated* article said they may very well have been the most dominant team ever assembled in any sport.

The players were living legends – greats like Michael Jordan, John Stockton, Magic Johnson, and Charles Barkley, just to name a few...

Each player was a top-level performer. But when they came together as a team... and when some of the best coaches in the business helped forge them into an Olympic powerhouse...

You got something bigger than just a group of excellent players. You got the Dream Team.

Listen, you probably already know this... but to succeed as a real estate investor, you need your own "dream team."

And it's not just a matter of finding a few "players" with some skills – **it's about building a world-class team of true performers... whose job is to unite under your leadership like a well-oiled machine to generate cash flow and profitability.**

Deal after deal. Year after year.

Want to know what that kind of real estate team looks like? Check out this video...

[Watch "How to Build Your Buy and Hold Dream Team" here.](#)

By the way... this is one of our specialties – **we provide all the members of your own powerhouse real estate team.** Because we want you to play... to win.

[Watch "How to Build Your Buy and Hold Dream Team" here.](#)

To your success!

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SUBJ: I feel pretty strongly about this...

Xxxxxxx here, and... wow!

I just read something that's so important for real estate investors. It's something I feel pretty strongly about...

The author said if you do this one thing wrong, you could lose tens of thousands of dollars on your investment.

I agree completely.

He also said **if you do this one thing right, it frees up your time to do "higher value" tasks... like finding more rental properties.**

I definitely like the sound of that!

So, what is this "one thing"?

You can find out for yourself right now:

[Learn a great way to free up your time for higher value tasks here.](#)

To your success!

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