**Email 2: What’s the Problem?**

Hey ,

We need to have a heart to heart about **PROBLEM THEY THINK THEY HAVE (SALES, PRODUCTIVITY, MINDSET).**

You’ve already become a pro at XYZ thanks to my **FREE RESOURCE/DOWNLOAD,** so let’s cut to the chase and talk about some deeper things.

Now, I know you think you’re **(SALES, PRODUCTIVITY, MINDSET)** is the issue, but what if I told you that’s not actually the case.

*Hold up, what???*

I know, I know, I sound like that crazy green haired lady at the park who talks to herself but trust me, there’s an underlying problem.

This is the raw, honest truth…

You do not actually have to worry about **PROBLEM THEY THINK THEY HAVE,** what’s causing you grief is actually **REAL ISSUE PLAUGING THEIR BUSINESS.** I’m going to tell you something, I’ve been in your head. I know that you think if you just *puusshh* a little more everything will fall into place, but I need you to know that it doesn’t have to be like this.

I want to help you. As a **YOUR NICHE** coach and expert in **XYZ,** I’m telling you that the real problem is **UNDERLYING ISSUE THAT YOU CAN FIX.**  I know this might be hard to hear, but I’m telling you as a friend (just like I’d want you to tell me if there was leftover avocado toast in my teeth at brunch).

Feeling like you need to **CHAT/LEARN MORE/GET A FREE LESSON/ETC?** Head over **HERE** (YOUR IG, NEW RESOURCE, LOW TICKET OFFER, ETC) because I’m handing over the tips for shifting for fixing your **UNDERLYING ISSUE.**

**Tagline Sign Off,**

**Your Name Here**