



NCXP Upsell Direct Response Email Campaign

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WEB, ADS & EMAIL COPY by Jose Luis Galvis

EMAIL 1 - GAIN

Subject Line: Eureka!! THIS was the competitive edge few knew about

Hey ~Contact.FirstName~

Shirley here again, Co-founder and Trainer at **New Code Experience**.

I'm super excited to continue to further our relationship!

That is why I wanted to start by saying... *if the pandemic would have never happened you and I would have never met.*

Here is why...

As the whole world was forced to shut down, my business partner Fernando and I got stranded in Miami, while he had just started a New Code NLP certification.

With time to burn at an Airbnb, Fernando and I wondered how we could help people during the dire times we were living.

That is when we realized we had a secret ingredient that could change the world!

This secret ingredient was New Code NLP, the evolution of NLP and currently the fastest, most advanced human evolution and transformation technology on our planet!

With New Code NLP, Coaches, Agents of Change, Consultants and Leaders will earn a competitive advantage like no other!

That is when it occurred to us to create ***Experience New Code Starter Pack***, an easy to learn series of online courses that will teach you the foundation of New Code NLP, so you can learn the most cutting edge techniques for the personal development industry.

So, you already have:

✓ **Basics of New Code NLP** (*the first course in the Experience New Code Starter Pack*)

But YOU STILL NEED:

- CHANGING STATE
- UNCONSCIOUS MIND
- BONUS: INNER INTENTION

These are the additional courses in the *Experience New Code Starter Pack* series and you can get them for an incredible price! (in fact, for half the price of what you'd pay for just one course!).

But this offer is just AVAILABLE FOR A LIMITED TIME!

Click here to upgrade to the full Experience New Code Starter Pack today

Don't miss out on this great deal. Take advantage of it now!

Talk to you soon,

Shirley Solis

P.S. Click On The Link Now and Get Your Complete Pack Today!

[LINK]

EMAIL 2 - GAIN

Subject Line: Innovate or else...

Hello ~Contact.FirstName~

It's me, Shirley from **New Code Experience**, writing to you from Castellon de la Plana... a beautiful city next to the Mediterranean in Spain.

So, yesterday I talked about how Fernando and I cracked a new code for the new era of coaches. We realized New Code NLP is the human evolution and transformation technology that will change the world and personal development as we know it.

New Code NLP is what NLP's co-creator, John Grinder called "*The Ferrari of NLP...*" because New Code NLP offers results so fast! Ferrari fast!

But how does it achieve such fast results?

It achieves fast results by...

- **Working at the level of State**
- **Getting clarity on the Intention**
- **Engaging the Unconscious Mind in every process of change**

The most innovative techniques for our times.

And we have created the ***Experience New Code Starter Pack***, so you can learn more about each of these innovative techniques.

For half the price you'd pay for just one course, you can **GET THE FULL PACK NOW!**

But this offer is only good for a limited time only and only for those who are ready to innovate.

If you are a leader who wants to create more impact.

If you are a leader who wants to deliver the best results in less time.

And if you are a leader who wants to make a significant living doing what you love...

Then **the Experience New Code Starter Pack is for you.**

Click Here and Get your Complete Pack Now!

Delaying your **CLICK ABOVE** will only delay your results.

So, take action now and get your complete pack today.

Until next time,

Shirley Solis

EMAIL 3 - LOGIC

Subject Line: The most recent headline by PR Newswire, ~Contact.FirstName~

Hey ~Contact.FirstName~

Shirley here again!

I recently talked with one of my mentors, who said this:

“Shirley, a huge wealth transfer is about to happen. All the recent events will create opportunities for leaders to create solutions.”

He’s right.

Actually, here is a recent headline published by PR Newswire:

PERSONAL DEVELOPMENT MARKET SIZE WORTH \$56.66B BY 2027; GRAND VIEW RESEARCH, INC.

That’s an increase of \$20B in 7 years. *But here’s the caveat...*

Only those who can embrace the new types of paradigms will make it in this industry.

And that is why learning **New Code NLP** is crucial.

New Code NLP, the most advanced technology on our planet, gives you an opportunity to create a bigger impact in your industry and in your clients’ lives... so you can be a part of the small few who will benefit from the opportunities.

That is why I want to make sure you **upgrade your Basics of New Code NLP course** to the complete *Experience New Code Starter Pack*.

When you upgrade, you get these additional courses:

- CHANGING STATE
- UNCONSCIOUS MIND
- BONUS: INNER INTENTION
- ALL FOR ONE LOW PRICE!

And you will learn how to **exponentially improve your results, minimize your resistance towards taking action and put you in the “zone” of high performance anytime you need it.**

Ready? Click Here and Upgrade Now.

Talk to you soon,

Shirley Solis

P.S. Take action now and click here and get your complete pack today!

[LINK]

EMAIL 4 - FOCUS GAIN

Subject Line: Were the 80's really all that great?

Hello ~Contact.FirstName~

Shirley here again!

The 1980's were a great decade... *Back to the Future, Michael Jackson, Michael Jordan, the Rubik Cube, and a lot of funky hair styles...*

And for the world of personal development it was great too! In fact, that is when NLP (Neuro linguistic programming), the new "kid on the block," became world known and several leadership styles spread left and right.

But, here's the news...

It's over 40 years now!

The world has changed... a lot! Especially in 2020!

And leaders who stick to these old practices won't be able to stand out in the new reality we are all facing.

That is why **it's crucial that you get access to the MOST ADVANCED AND FASTEST Human Evolution and Transformation Technology on our planet, New Code NLP!**

For this reason, we have created the *Experience New Code Starter Pack (a series of courses that teach different aspects of New Code NLP- see here)* for an incredible value!

You already have:

 Basics of New Code NLP.

And when you UPGRADE you get the following courses:

- ❑ CHANGING STATE
- ❑ UNCONSCIOUS MIND
- ❑ BONUS: INNER INTENTION

These courses will ensure you find out about this cutting edge technology that replaces the outdated and obsolete techniques of the 80's.

Are you ready for innovation?

If yes, click here and get your complete Experience New Code Starter Pack today!

Take action now,

Shirley Solis

P.S. Make it happen and click here to get your complete pack today!

[LINK]

EMAIL 5 - GAIN

Subject Line: The results you want... fast!

Dear ~Contact.FirstName~

You've already learned that those Coaches, Agents of Change, Consultants and Leaders, who want to make it in the new times, will have to **let go of outdated and obsolete techniques** and replace them with techniques that create RESULTS.

Today, I want to talk to you about one technique that replaces the obsolete methods that most are using.

This technique is one of the fastest and simplest ways to produce results and to create transformation for yourself and for others- it's called **State Change**.

Your state can be defined as the way you experience the world at any one particular time.

No matter what you are doing or where you are, in every moment of your life...

...you are in a particular state.

Your state or '*way of experiencing life*' is so powerful that based on the state you experience at any moment, you will consequently have **thoughts, feelings and actions related to that state**.

WORKING ON STATE REPLACES WORKING ON BEHAVIOR.

Our ***Experience New Code Starter Pack*** will teach you more about changing states with you and your clients, so that you stop trying to work on behavior, with little or no results...

This will totally set you apart from the rest of your competition and will help you embrace the changes to boost your career as a leader!

"But it will be too expensive," you might say.

Well, actually...

The great news is you can get the complete ***Experience New Code Starter Pack*** (which includes 3 complete courses- see [here](#)) for half the price you'd pay for one course.

So, click here and get your complete pack today and learn all about changing state and setting yourself apart in your industry using New Code NLP!

Take action now,

Shirley Solis

P.S. Click the link now and get your complete pack today!

[LINK]

EMAIL 6 - LOGIC

Subject Line: Free your mind and the rest will follow

Hey ~Contact.FirstName~

The matrix is real.

What I mean is people have become robots and everyone sounds like everyone else.

It's funny and not funny at the same time.

People have lost their uniqueness and their individuality. Coaches all sound the same. Consultants use the same techniques. Leaders read the same books.

In the movie *The Matrix*, there is one way to be different. Take the red pill.

Taking the red pill was the only way Neo would be free from the enslaving control of the machine-generated dream world.

So, my question to you is, **“DO YOU WANT TO BE DIFFERENT?”**

If so, read on... *(If not, exit out of this email and continue on).*

Okay, you are here...

Let me get to the point.

There is a human evolution and transformation technology that will unlock your potential and expand your experience. **It is called New Code NLP and you didn't come across it by chance.**

Frankly, it is the most powerful transformation technology on the planet.

And to find out more you can Get the ***Experience New Code Starter Pack***

You choose.

There are two paths and only one will move you towards being different.

If you fail to embrace change, you will sound the same as everyone else... and you will not be able to really produce the results you want for you and your clients.

But with the New Code NLP, you will get a totally new approach that will give you the cutting edge advantage you need!

SO MAKE YOUR CHOICE BELOW:

Upgrade to the complete ***Experience New Code Starter Pack Now.***

Remember, **upgrade now** and you'll be different.

It's for your own good,

Shirley Solis

EMAIL 7 - PAIN

Subject Line: Small fish in a pond full of hungry piranhas?

Hey ~Contact.FirstName~

I just spoke to Tom...

Tom learned about personal development, coaching and NLP back in 2008.

Although his journey started a while back, you'd think he'd be further along.

Unfortunately, Tom still struggles wondering if the path he is on will really help him create life changing results for him and his clients.

Tom also wonders if the tools he has learned so far will be enough to shine in an increasingly saturated market.

Truth be said, after going from guru to guru, Tom feels frustrated begging for "real food," only to find himself with the same average morsels everyone else is using, feeling like a small fish in a pond full of mediocre coaches promoting themselves like hungry piranhas.

Ultimately, Tom has found it hard to charge and deliver transformational results, because he lacks the confidence in his skills and in the ability to use such skills effectively.

Time has flown by for Tom... confirming he has wasted away his gifts in the routine of not making the impact he is here to make in the world.

Like Tom, you might have wished the right innovative leaders would come along - with the perfect balance of technique and heart, to show you the way...

But don't worry.

We at New Code Experience understand your struggles and we know it's not an easy journey for those in this industry. We understand you are looking for **CONGRUENT LEADERS; people who finally do what they say they are going to do and deliver what they say they will deliver.**

Good news is New Code NLP is all about congruent leadership!

Being that the main focus of our purpose, we want to extend a special invitation for you to:

Upgrade to the Experience New Code Starter Pack Now!

When you upgrade now, you will learn more about how to increase your level of congruence, so you can step into a different path than the one you've been on.

It will make all the difference.

Trust me,

Shirley Solis

EMAIL 8 - FOMO

Subject Line: NAME, I couldn't help but notice...

Hello ~Contact.FirstName~

Shirley here again, this time writing from Miami.

Something really caught my attention... and I couldn't help but notice...

You haven't upgraded to the Experience New Code Starter Pack yet. That's ok...

I just wanted you to know the opportunity to **UPGRADE TO THE STARTER PACK is about to expire**, so don't miss out.

UPGRADE HERE BEFORE IT EXPIRES

Once your offer expires, you will pay a premium price for each program and the opportunity to get the complete bundle goes away. This means that upgrading now will save you a ton later, so it's a smart move.

When you **upgrade to the *Experience New Code Starter Pack***, you will be able to:

- Get clarity around how to set yourself apart in a competitive industry
- How to let go of the fear of not delivering results
- Gain insight around what is holding you back from your full potential

[Get the Complete Pack Now]

Opportunities are far and few in between and one must take advantage of them as often as possible, so upgrade now before this offer expires.

Make it happen!

Talk to you soon,

Shirley Solis

P.S. *This is a courtesy reminder- *for a limited time only*- and one of the benefits since you got the **Basics of New Code NLP course**.

EMAIL 9 - PAIN - FOMO

Subject Line: You must have a good reason for this ~Contact.FirstName~

Hey ~Contact.FirstName~

I recently saw you haven't taken advantage of the full discount on the ***Experience New Code Starter Pack***.

You must have a good reason for this.

And whatever that reason is, now is the best time to **SAVE BEFORE YOUR SPECIAL OFFER IS GONE.**

Michael Clarke, who also delayed his decision, paid \$288 more when he bought the pack separately.

He emailed me and said that after watching all the courses, he realized New Code NLP could set him apart in his industry and give him the most advanced human evolution and transformation techniques on the planet.

That is why you should know this offer is about to expire!

Unfortunately, once this offer is over...

You'll not only pay more, but you'll also miss out on getting the latest, most updated information on the most advanced human evolution technology of our time : (

That's why if you're ready to become the leader this world needs for the new times, **GET Your *Experience New Code Starter Pack* and SAVE NOW.**

Don't say I didn't tell you...

Shirley Solis

P.S. You can **get your pack here** before it's too late!

[LINK]

EMAIL 10 - PAIN - FOMO

Subject Line: Closing now (LAST CALL)/ Finito

Hey ~Contact.FirstName~

Real quick...

Your special offer to get the *Experience New Code Starter Pack* for ONE SUPER LOW BUNDLE PRICE is **expiring today!**

If you are serious about:

- Becoming the leader this world desperately needs
- Creating a bigger impact in your community
- Positioning yourself as the go-to expert
- Having the MOST CUTTING EDGE skills
- And charging more because you deliver exponential results....
-

Then you definitely want to **get the Experience New Code Starter Pack** before the offer expires!

You may be wondering if the *Experience New Code Starter Pack* is a good fit for you.

Well, since nobody can decide that but you...

I am giving you my **Iron Clad - 60 Day Money Back Guarantee!** so you can confidently make your decision with **Zero Risk on your part**, because if there was any risk it's on me.

There is nothing to lose on your part and everything to gain.

The decision is simple, but you only have a few more hours left- so get it before it's gone!

Time is of the essence- Hurry!

[Click Here to Start Now]

Shirley Solis