

**Overview:** This was for a 10-part email course I wrote for a product known as the “10X Academy.” We first built a pre-launch list by offering this free 10-part email course and then upsold the 10X Academy to that list. The course was taught by Brian Tracy and Michael Jans. We were targeting successful p&c insurance agents.

**Subject:** [10X] #1: What's the "10X Agency Growth Course," anyway?

Hi,

I'm glad to see you here. Thanks for joining The 10X Agency Growth Course.

Before we get into the meat of Lesson #1 I want to talk about what this course is (and isn't).

The idea for the 10X Email Course came from the 10X Academy that I'm teaching with Brian Tracy (starts in January).

The strategies and tactics I share in 10X are so powerful that I wanted to deliver this to the industry in as many ways as I can (the 6-month intensive 10X Academy, The 10X Workbook and now the 10X Agency Growth Course).

When my staff found out I was GIVING away this course they were worried that people would just devour the powerful content and choose not to attend the 6 month 10X Academy.

But I said, "Yes. Some people will take the free stuff and try to implement it on their own. But other smart agents who understand that substantial, lasting change happens in groups will still choose to join the 10X Academy."

And that's just the way it is. I have no problem with that.

There will always be the average agent who just wants to get a little better each year and there are those Rockstar Agents who want to grow REALLY BIG, REALLY FAST... and man, I love working with those agents!

So whether you're the average agent or the Rockstar Agent who's serious about massive growth... welcome. You will benefit from this course.

Without further ado let's get into Lesson #1:

<Click To View Lesson #1: 3 Dimensional Growth>