

Leaky Mushroom Sale Sequence

Email	Day	Why/Goal
Intro to offer	1	Highlight transformation
Overcoming Objections	2	Reframing internal beliefs
Member Spotlight	3	Social Proof
Highlight USP	4	Prove Product is Different
FAQ	5	Answer Questions
Perfect For	6	Help Self Select
Pep Talk	7	Believe they can do it
Promo deadline	7	Reminder

Email 1: [Intro to offer](#)

Subject A: Ready to get paid to ride?

Subject B: Think you can't get paid to ride, think again...

Preview Text A: Live your motorsports dream and make more money than ever

Preview Text B: \$3,000, \$5,000, even \$10,000 in sponsorships

You know the dream...

Travel with your pals...

Ride or race all day, every day...

Never needing to go back to the 9-5 job!

I know what you're thinking... "That's a dream, not reality."

If you're thinking that you have to...

- Make \$1 million dollars in racing first (after spending \$5 million first)
- Have tons of race experience
- Have a huge social media following

And with your 9-5 and the rest of your adulting, there just doesn't seem to be a way to get up to that level and finally live the life you want of working for your passion.

And there doesn't seem to be a way for you to just throw caution to the wind, dive in, and hope you can figure out how to make that dream happen. 'Cause, you know... bills.

Well, have I got news for you!

There is a way for you to be working for your passion and become a pro motorsports athlete...

With no racing experience, no social media following, and even with next to no experience on the track.

You can LEGIT be making more money than you do at your 9-5 in 3 months, and be doing it all in motorsports!

How?

Join the Novice To Pro Sponsorship Secrets program!

A 3-month crash course for motorsports riders who want to get paid to ride!

It gives you the exact steps to create, pitch, and sign your motorsports program without having "celebrity status."

In just 3 months you'll...

- Create a program that makes yes the easy answer for any sponsor
- Discover how to find and connect with potential 5-figure sponsors (even if you've never had a sponsor before)
- Create a personal brand image that helps you stand out authentically
- Be ready to sign those big sponsorship deals and leave your 9-5 for good

And you'll get...

- Lifetime access to the course
- Weekly coaching calls
- Weekly content reviews from Catherine
- Catherine's pitch-winning templates and documents
- And so freaking much more!

It's a one-of-a-kind program designed to get you set up for success in motorsports.

Click the link to learn more. Enroll before it starts on February 20th!

CTA

Email 2: Overcoming Objections

Subject A: Love more than just racing and riding?

Subject B: I know what you're thinking...

Preview Text A: Same! So I did this...

Preview Text B: You need all these to go pro... but you don't

I've been in your shoes before. I was tired of busting my ass at my 9-5, riding every minute I could, and lying awake at night, trying to figure out how to make this my life.

It was more than just racing that I loved.

It was the camping, the friends, talking with people in the paddock, and the freedom I felt when I was traveling.

I wanted this part of my life to be the main part of my life.

That's when I decided to leverage my background in marketing and sales to make potential sponsors an offer they couldn't refuse.

Then bam!

I was making \$10,000 a month, living the dream, and even got bonuses and my expenses paid for. All because I figured out how to market my value.

It was this HUGE mindset shift and program strategy that helped me land sponsors and eventually open Leaky Mushroom Moto Ranch.

But, I couldn't just keep this information to myself!

(Um, hello, have you met me...)

I was literally sitting on gold and watching people fail time after time to land sponsorships. That's when it hit me that I was the perfect person to mentor riders who wanted what I had.

So I built Novice to Pro Sponsorship Secrets to remove all of the guesswork for you!

So you can go from novice to pro and start getting paid to ride within 3 months flat!

Most motorsports athletes think they have to have a huge social media following, a ton of racing experience, or a long sponsorship history to make \$3,000 - \$10,000 monthly through sponsorships.

The truth is, all you need is a solid strategy. With my mentoring, I teach my students how to adjust their mindset, increase their confidence, and set up a foolproof program that gets the big bucks!

Enroll now! The program begins on February 20th.

CTA

P.S. If in the first two weeks, you try my program and you don't think it will take you from hobbyist to sponsored rider, just reach out and I'll refund your purchase in full.

Email 3: [Member Spotlight](#)

Subject A: Kevin did WHAT?!

Subject B: Are you as Horney for racing as Kevin?

Preview Text A: In sponsorship talks with BMW after my program

Preview Text B: Novice to Pro in two weeks!

Kevin Horney went from novice to pro in two weeks!

Mind you, this was done with NO social media following...

2.5 hours of racing time...

And only a few months of actual riding experience!

He knew from his first race that he wanted this to be his life... he found his passion... and he knew he could make money from this.

Then he joined my program, followed my advice, and now...

- He has been featured on the Pin the Gas podcast
- Made \$10,000 in sponsorships in the first 2 weeks
- And is in sponsorship talks with BMW

Hear if from Mister Horney Racing himself

[Insert Kevins Testimonial Video]

If you are ready to get results like these and turn your passion for motorsports into your full-time job, then join me on February 20th for my Novice to Pro Sponsorship Secrets Program.

Enroll Now

P.S. If in the first two weeks, you try my program and you don't think it will take you from hobbyist to sponsored rider, just reach out and I'll refund your purchase in full.

Email 4: [Highlight USP](#)

Subject A: The starving artist version of racing

Subject B: Are you doing the same thing, expecting different results?

Preview Text A: ... is done for

Preview Text B: Why not try something that will make a difference...

The old way of going pro is just not working for us!

You tend to see racers dedicate years of their life, broke AF, busting their butts to place, win big in racing, and get a huge social media following.

All in the hopes of landing a big sponsorship deal that finally allows them to make motorsports their full-time job.

It's basically the starving artist version of racing.

So many riders don't see their worth until they get that big deal and start winning big money.

And if you're a motorsports athlete who has done the dry pitch for sponsorships only to get turned down...

Or offered a next-to-meaningless product discount in exchange for putting a sticker on your bike but affords the annual cost of racing...

Then you need to know something!

You have more value than just the races you've won or the following you have.

The trick is to learn how to talk to potential sponsors and create an expansive program that is a win, win, win for everyone involved.

If you're ready to have all the proof of how valuable you truly are to a sponsor and say goodbye to the starving racers and the sponsorship monopoly.

Then I've got something for you that will flip your motorsports career on its head!

Join my program and change your life and your career forever!

Enroll now because the program starts on February 20th!

P.S. If in the first two weeks, you try my program and you don't think it will take you from hobbyist to sponsored rider, just reach out and I'll refund your purchase in full.

Email 5: [FAQ](#)

Subject A: You Got The Q's...

Subject B: Here's what you need to know

Preview Text A: I Got The A's

Preview Text B: A lot of people ask me if...

A lot of people ask if this is for motorbike riders only. The answer is NO WAY! This is a sponsorship business strategy course at its core. The system works the same way no matter what section of the motorsports industry you are in.

Here are some other things I get asked

Do I need to be a racer or podium to take any of these courses?

Absolutely not! All you need is a strong passion to do what you love, and the willingness to put in the work. I'll show you how to get there!

You do not need to race or even want to race to get sponsored. This course covers all forms of motorsport sponsorships from rally racing, go-karts, road racing, dirt formats, and adventure riding. From pro and amateur level racing we will cover it all.

Is this just some cookie-cutter approach? I want to do things differently and I'm not sure it will work for me.

It's completely customizable, and the industry changes year after year! That's why I give you lifetime access. I show you how to build your program, but you get to make it to your specific brand that I will help you create. That way you can create your programs to fit your needs.

How long do I have access to the materials?

Forever! I am selling this course with the intention that it is the last resource you will ever need to help secure sponsorships. So for that reason, I give you lifetime access to these materials.

Each year you can go back through the materials, workbooks, and videos to reassess and change anything, if needed, to match your sponsorship solicitations to your unique program year over year.

What's a "program" and do I have one?

Everyone has a program!

A program simply refers to one season of planned events. If you're a racer, your program includes anticipated races, practice days, track days, coaching events, schools you plan to attend, etc.

If you don't race, then it's a similar deal, expected trips, events you plan to attend, bike shows, group rides, trail rides, schools, clinics, etc.

Are my results guaranteed?

Like anything in life, you will get out of this course what you put into it. While we do offer a 14-day money-back guarantee, the results you get are up to you. We can promise that if you commit to the process and put in the work, you will see results.

Are there payment plan options?

Heck yes, I have payment plan options. Obviously, you get the best deal from paying in full but sometimes you gotta do what ya gotta do. You can choose that option at checkout.

Still not sure if this is right for you? Let's have a call so I can answer any of your questions. Book your call here:

The program starts on February 20th!

Enroll Now! CTA

Email 6: Perfect For

Subject A: Is it meant to be?

Subject B: We are like peanut butter and jelly if...

Preview Text A: Does this sound like you?

Preview Text B: You fit these criteria

How do you feel when you picture yourself as a pro motorsports athlete?

Traveling for races, talking with sponsors, making \$10,000 a month, and riding every day?

If you're a person who gets super pumped or full body chills when you see yourself as a pro motorsports athlete then you know that it is 100% within your reach to live the dream.

Are you ready to leave your 9-5, soul-sucking job and do what it takes to make your dream a reality?

Maybe you've tried it out already, but you were left lost and confused.

How do you make this sponsorship stuff work without having your bike covered in stickers for a measly 30% off for products?

You need mentorship! Someone who has been there before and come out the other side.

Someone who has the tool you need to make "yes" the easy answer when talking to sponsors.

Someone to teach you how to make your riding into a business

If you have a passion for motorsports and want this to be your full-time job, click the link and enroll in my Novice to Pro Sponsorship Secrets Program.

Learn ALL the secrets and go pro even if you have no social media, no race time, and no clue how to go from a total novice to a total pro!

Enroll before it starts on February 20th!

Enroll Now (CTA)

P.S. If in the first two weeks, you try my program and you don't think it will take you from hobbyist to sponsored rider, just reach out and I'll refund your purchase in full.

Email 7: [Pep Talk](#)

Subject A: Are you done yet?

Subject B: You can do iiiittttt

Preview Text A: Over all the BS and ready for success

Preview Text B: well... after you join, you can do it

Are you done with motorsports being a hobby? The hobby that lights you up and makes you excited to wake up early on the weekends...

Are you done with your 9-5? Maybe it's a perfectly fine job, but all it is is FINE and you want something... EXCELLENT

If you are over your excuses, over the no's from potential sponsors, over the starving artist version of racing...

And ready to leave your 9-5, travel with your friends, ride every day, and make 4-5 figures in sponsorship deals...

If you're over all the BS and ready for success then it is time to join my Novice to Pro Sponsorship Secrets program.

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Email 8: [Promo deadline](#)

Subject A: Don't let opportunities pass

Subject B: Last chance

Preview Text A: Change your life forever

Preview Text B: ...to change your life and go pro

You have 24 hours to join Novice to Pro Sponsorship Secrets!

24 hours to make a decision that will change your life.

You've heard all the things that you get...

You've heard all the reasons why...

You've even seen what's possible via Kevin...

At this point, you have to decide if your dream is worth investing in and going for or not.

Do yourself a favor and make the choice that will change your life.

You have the payment plan option, you have the two-week money-back guarantee here for you if you need them.

Let's Go Pro (CTA)