
Email Marketing Sequences

5-Email Nurture Sequences for 3 Products
Alertness Suite | AI Teleprompter | AI Consulting Services

Alertness AI Consulting Services
Dr. John Cobin

Document: Email Marketing Sequences

Products: 3 (15 emails total)

Format: 5-email nurture sequences

Timing: Day 0 → Day 2 → Day 5 → Day 8 → Day 12

Table of Contents

■ Alertness Suite

Day 0 — Your AI Content Studio is Ready — Here's Your First Podcast in 5 ...

Day 2 — 200 Source Docs, 30+ Voices, Zero Subscriptions — What Makes Aler...

Day 5 — How One Creator Replaced 3 Tools with Alertness Suite

Day 8 — Yes, It Really Is EUR 39 One-Time — Here's the Full Cost Breakdow...

Day 12 — Your Free Tier Doesn't Expire — But This Bonus Does

■ AI Teleprompter

Day 0 — Your Professional Teleprompter is Ready — No App Download Needed

Day 2 — 5 Teleprompter Tricks That Make You Sound Like a Pro

Day 5 — From YouTube to Zoom Calls — 7 Ways Creators Use AI Teleprompter

Day 8 — Pair Your Teleprompter with AI Voice Cloning for Next-Level Conte...

Day 12 — You've Mastered the Teleprompter — Here's What Else Alertness Can...

■ AI Consulting Services

Day 0 — AI Is Changing Everything — Here's How to Stay Ahead

Day 2 — What I Learned Building an AI Suite from Scratch

Day 5 — The 3 AI Integration Mistakes That Cost Businesses \$50K+

Day 8 — Custom AI Solutions: From Chatbots to Full Content Pipelines

Day 12 — Let's Talk About Your AI Strategy — Free 30-Min Consultation

Sequence Timing Overview

Email #	Send Day	Purpose	Goal
1	Day 0	Welcome + Quick Win	Activation

2	Day 2	Feature Deep Dive / Tips	Education
3	Day 5	Social Proof / Use Cases	Trust
4	Day 8	Objection Handling / Integration	Conversion
5	Day 12	Urgency / Final CTA	Decision

Alertness Suite

AI-Powered Content Creation Platform

Pricing: EUR 39 one-time + API costs | Free tier available

URL: alertnessai.com

From: Alertness AI Team <hello@alertnessai.com>

Sequence: 5 emails over 12 days

EMAIL 1 | DAY 0 | Immediately after signup

Subject: Your AI Content Studio is Ready — Here's Your First Podcast in 5 Minutes

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Welcome to Alertness Suite! You just unlocked the most powerful AI content creation platform available today — and unlike the competition, you own it outright. No monthly fees draining your budget. No usage caps killing your momentum.

Here's your quick win: Upload any document, article, or URL, select two AI voices from our library of 30+, and hit "Generate Podcast." In under five minutes, you'll have a professional-quality audio discussion of your content — complete with natural conversation flow, interruptions, and genuine insights. It's the same technology that powers NotebookLM's podcasts, but without Google's usage limits.

Your free tier gives you access to the core podcast generator, basic TTS, and scene creation tools. There's no trial period — it's free forever. When you're ready for premium voices, video generation, and advanced features, the full suite is a one-time EUR 39 payment.

Go ahead and create your first piece of content right now. Most users are genuinely surprised by the quality — we think you will be too.

Create Your First Podcast Now

alertnessai.com/studio

EMAIL 2 | DAY 2 | Two days after signup

Subject: 200 Source Docs, 30+ Voices, Zero Subscriptions — What Makes Alertness Different

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Most AI content platforms charge you monthly, limit your uploads, and lock premium features behind enterprise tiers. Alertness Suite was built on a fundamentally different philosophy: pay once, create unlimited content, bring your own API keys for maximum control over costs.

Here's what you get: Upload up to 200 source documents per project. Choose from 30+ natural AI voices across multiple providers (ElevenLabs, OpenAI HD, Google TTS). Generate podcasts in conversational, educational, interview, or debate formats. Create AI videos using Kling, WAN, Minimax, Luma, and more. Build scenes, clone voices, and produce content in 16 languages.

The secret to our pricing model is simple — you bring your own API keys. That means you pay providers directly at their published rates, with zero markup from us. A typical 10-minute podcast costs roughly \$0.15 in API calls. Compare that to \$20/month subscriptions that limit you to 5 exports.

We built Alertness Suite because we needed it ourselves. Dr. John Cobin, an AI consultant and researcher, created this platform to replace three separate tools he was paying for monthly. Now it's yours for a fraction of what one month of those tools would cost.

[Explore All Features](#)

alertnessai.com/features

Subject: How One Creator Replaced 3 Tools with Alertness Suite

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Meet Carlos, a bilingual content creator based in Santiago, Chile. Before Alertness Suite, his monthly tech stack looked like this: \$20/month for podcast generation (limited to 10 episodes), \$30/month for AI video clips, and \$15/month for voice synthesis. That's \$780 per year — with strict usage caps on every platform.

Carlos switched to Alertness Suite three months ago. His total cost since then? EUR 39 for the platform plus roughly \$12 in API costs. He's produced 47 podcast episodes, 23 short-form videos, and an entire series of AI-narrated educational content — all in both English and Spanish. His audience grew 340% because he could finally publish consistently without worrying about hitting limits.

The feature that changed everything for Carlos was the multi-speaker podcast generator. He uploads his research documents, selects a debate format with four distinct voices, and gets a polished discussion that sounds like it took a production team to create. His listeners regularly comment that they can't tell it's AI-generated.

Carlos isn't an edge case. Content creators, educators, marketers, and researchers around the world are discovering that Alertness Suite delivers professional results at a fraction of the cost. Your content deserves the same upgrade.

[Start Creating Like a Pro](#)

alertnessai.com/get-started

Subject: Yes, It Really Is EUR 39 One-Time — Here's the Full Cost Breakdown

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

We get this question a lot: “What’s the catch?” There isn’t one, but we understand the skepticism. Every other AI platform charges monthly subscriptions. So let’s break down exactly what EUR 39 gets you — and what your ongoing costs actually look like.

The EUR 39 one-time payment unlocks: All premium voices (30+), all video generation models (8 providers), voice cloning, advanced podcast formats (debate, interview, panel), batch processing, 16-language support, the built-in teleprompter, and priority updates. You keep all of this forever. No renewals. No surprise charges.

Your only ongoing cost is the API usage you choose. Here’s what typical projects cost in API fees: A 10-minute podcast episode costs \$0.10–\$0.25. A single AI-generated image costs \$0.02–\$0.08. A 30-second video clip costs \$0.50–\$2.00. Voice cloning setup is a one-time \$1–3 per voice. Most active creators spend \$5–15/month in API costs — and that scales directly with how much content you produce.

Compare that to the industry standard: Descript charges \$24/month. Runway charges \$15–76/month. ElevenLabs charges \$5–99/month. With Alertness Suite, you’d need to use it for 8+ years before your total cost matches a single year of comparable subscriptions. The math speaks for itself.

Unlock the Full Suite for EUR 39

alertnessai.com/pricing

Subject: Your Free Tier Doesn't Expire — But This Bonus Does

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Quick reminder: your Alertness Suite free tier never expires. You can keep using the core podcast generator and basic tools forever. We're not going to pressure you with a countdown timer or fake scarcity.

That said, we are offering something genuinely limited to early adopters. For the next 30 days, every full suite purchase includes: A personal onboarding call with our team to optimize your workflow, a curated prompt library with 50+ proven content generation templates, and early access to our upcoming collaborative features (multi-user workspaces, shared voice libraries, team analytics).

These bonuses won't be available after the launch period because the onboarding calls take real time from our small team. Once we scale past our early adopter phase, the suite will still be EUR 39 — but without the personal touch.

Whether you upgrade today or keep using the free tier, we're glad you're here. Alertness Suite was built by creators for creators, and every piece of feedback from our community makes it better. Hit reply anytime — we read every message.

[Claim Your Launch Bonus — EUR 39](#)

alertnessai.com/launch-offer

AI Teleprompter

Professional Teleprompter Built Into Alertness Suite

Pricing: Free with Alertness Suite

URL: alertnessai.com/teleprompter

From: Alertness AI Team <hello@alertnessai.com>

Sequence: 5 emails over 12 days

EMAIL 1 | DAY 0 | Immediately after signup

Subject: Your Professional Teleprompter is Ready — No App Download Needed

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Welcome! You now have access to a professional-grade teleprompter that runs entirely in your browser. No app to download, no software to install, no subscription to manage. Just open the link, paste your script, and start reading.

The AI Teleprompter includes everything you need for professional video recording: adjustable scroll speed with keyboard shortcuts, mirror mode for beam-splitter setups, customizable font sizes and colors for any lighting condition, and a clean full-screen mode that eliminates distractions. It works on desktop, tablet, and even your phone in a pinch.

Here's a pro tip to get started: Write your script in short paragraphs (2–3 sentences each), set the scroll speed to 3 (medium pace), and do one practice run before recording. Most people find their natural reading speed within the first two minutes. The difference in your delivery will be immediately noticeable.

This tool is completely free — no catch, no premium tier for teleprompter features. It's included as part of the Alertness Suite ecosystem because we believe every content creator deserves professional tools without financial barriers.

[Launch Teleprompter Now](#)

alertnessai.com/teleprompter

EMAIL 2 | DAY 2 | Two days after signup

Subject: 5 Teleprompter Tricks That Make You Sound Like a Pro

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

Reading from a teleprompter looks easy when news anchors do it. But if you've ever tried it yourself, you know the struggle: robotic delivery, unnatural eye movement, and that "reading" quality that makes viewers click away. Here are five tricks that eliminate those problems instantly.

First, write for the ear, not the eye. Use contractions ("you're" instead of "you are"), short sentences, and conversational language. Second, use the "chunk method" — glance at a phrase, look at the camera, deliver it, then glance back. Third, set your font size large enough that you never squint. Fourth, position your teleprompter as close to your camera lens as possible to minimize eye drift. Fifth, record yourself reading and play it back — you'll spot your habits in 30 seconds.

The AI Teleprompter has features specifically designed for these techniques. The adjustable font size goes up to 72pt for maximum readability. The highlight-line mode shows you exactly which line to read next. And the pause/resume hotkeys let you stop the scroll when you need to ad-lib or emphasize a point.

Professional presenters practice with their teleprompter before every recording. Even five minutes of practice dramatically improves your delivery. Load up your next script and give these tricks a try — your audience will notice the difference.

[Try These Tricks Now](#)

alertnessai.com/teleprompter

Subject: From YouTube to Zoom Calls — 7 Ways Creators Use AI Teleprompter

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

When most people hear “teleprompter,” they think of news studios and presidential speeches. But the AI Teleprompter is being used in ways that might surprise you — and some of them could transform your workflow.

Here are the seven most popular use cases from our community: (1) YouTube videos — scripted content with natural delivery. (2) Zoom presentations — keep your talking points visible while maintaining eye contact. (3) Podcast recording — follow your outline without losing your train of thought. (4) Course creation — deliver structured educational content consistently. (5) Sales calls — hit every key point without sounding rehearsed. (6) Social media — record TikTok and Reels with polished scripts. (7) Voiceover work — read scripts at a steady pace for clean audio recordings.

The Zoom use case is particularly powerful. Split your screen with the teleprompter on one half and your video call on the other. Your colleagues and clients see confident, well-organized delivery while you’re simply reading your prepared notes. Several sales teams have reported closing rates improving by 15–20% after adopting this approach.

Whatever your use case, the AI Teleprompter adapts to your workflow. Try it in your next recording session and see how much smoother your delivery becomes.

[Explore Use Cases](#)

alertnessai.com/teleprompter/use-cases

Subject: Pair Your Teleprompter with AI Voice Cloning for Next-Level Content

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

You've been using the AI Teleprompter to improve your on-camera delivery. Now imagine combining it with AI voice cloning to create content at twice the speed. Here's how the most productive creators in our community are doing exactly that.

The workflow is simple: Write your script once. Use the teleprompter to record the video version with your face on camera. Then feed the same script to the AI voice clone to generate an audio-only version — perfect for podcast distribution, audiograms, or accessibility. One script, two pieces of content, minimal extra effort.

Voice cloning in Alertness Suite captures your unique vocal characteristics — your pacing, tone, and inflection — from just a few minutes of sample audio. The result is a synthetic version of your voice that sounds remarkably natural. Use it for content you'd normally record yourself but don't have time to sit in front of a camera for.

Voice cloning is available in the full Alertness Suite (EUR 39 one-time). If you've been getting value from the free teleprompter, the full suite opens up an entirely new level of content production capability. Your teleprompter scripts become the foundation for a multi-format content engine.

[Explore Voice Cloning](#)

alertnessai.com/features/voice-cloning

Subject: You've Mastered the Teleprompter — Here's What Else Alertness Can Do

From: Alertness AI Team <hello@alertnessai.com>

To: [subscriber_email]

By now, you've experienced how the right tool can transform your content creation process. The AI Teleprompter has helped you deliver more polished, professional content — and that's just one feature in the Alertness Suite ecosystem.

Here's what else is waiting for you: The AI Podcast Generator turns any document into a multi-speaker audio discussion. The Video Creator produces short-form clips using cutting-edge models like Kling, WAN, and Minimax. The Scene Builder creates visual narratives from text descriptions. And the Voice Studio lets you clone voices, switch between 30+ premium AI voices, and produce audio in 16 languages.

Everything works together seamlessly. Write a script in the teleprompter, generate a podcast version with AI voices, create a video clip for social media, and produce a presentation — all from the same source material. It's a complete content production pipeline that replaces multiple expensive subscriptions.

The full Alertness Suite is EUR 39 one-time — no monthly fees, no usage caps. You've already seen the quality of our free tools. The paid suite is the same philosophy applied to every aspect of content creation. Upgrade whenever you're ready — there's no pressure and no expiration.

[See the Full Alertness Suite](#)

alertnessai.com/features

AI Consulting Services

Expert AI Integration by Dr. John Cobin

Pricing: Custom pricing | Free 30-minute consultation

URL: policyofliberty.com/ai-consulting

From: Dr. John Cobin <jcobin@policyofliberty.com>

Sequence: 5 emails over 12 days

EMAIL 1 | DAY 0 | Immediately after inquiry

Subject: AI Is Changing Everything — Here's How to Stay Ahead

From: Dr. John Cobin <jcobin@policyofliberty.com>

To: [subscriber_email]

Thank you for your interest in AI consulting. Whether you're exploring AI for the first time or looking to optimize an existing implementation, you're making the right move. The organizations that invest in AI strategy now will have an insurmountable advantage within 18 months.

I'm Dr. John Cobin, and I've spent the last several years building AI systems from the ground up — not just theorizing about them. I built the Alertness AI Suite, a production platform that handles podcast generation, video creation, voice synthesis, and document intelligence. I've integrated APIs from OpenAI, Anthropic, Google, ElevenLabs, Replicate, and dozens of other providers. I know what works, what doesn't, and where the real ROI lives.

My consulting approach is practical, not academic. Every engagement starts with understanding your specific business challenges, then mapping those challenges to AI solutions that deliver measurable results. I don't sell vaporware or recommend tools I haven't personally built with.

I offer a free 30-minute consultation to discuss your AI needs. No sales pitch — just an honest conversation about what's possible for your organization, what it would cost, and whether AI is genuinely the right solution for your problem. Sometimes the answer is "not yet," and I'll tell you that too.

Book Your Free Consultation

policyofliberty.com/ai-consulting/book

EMAIL 2 | DAY 2 | Two days after inquiry

Subject: What I Learned Building an AI Suite from Scratch

From: Dr. John Cobin <jcobin@policyofliberty.com>

To: [subscriber_email]

Building the Alertness AI Suite taught me more about practical AI implementation than any certification or course ever could. I want to share three of the most important lessons because they apply directly to any organization considering AI integration.

Lesson one: API costs are predictable, but only if you architect for them. Most businesses get burned by AI costs because they don't implement proper cost controls — caching, model selection logic, and fallback chains. I built a system that automatically routes requests to the most cost-effective provider based on the task complexity. Simple text generation goes to lightweight models. Complex reasoning goes to premium models. The result? 60% lower API costs with identical output quality.

Lesson two: Reliability requires redundancy. Every AI provider has outages. If your business depends on a single provider, you're one API hiccup away from a service disruption. Alertness Suite has automatic failover across multiple providers for every capability — if OpenAI is down, it routes to Anthropic. If ElevenLabs is slow, it falls back to Google TTS. Your users never notice.

Lesson three: The user interface matters more than the model. I've seen brilliant AI implementations fail because the interface was confusing. And I've seen simple AI features succeed spectacularly because they were presented in an intuitive, delightful way. When I consult with organizations, the UI/UX conversation always comes first.

[Read the Full Case Study](#)

policyofliberty.com/ai-consulting/case-study

Subject: The 3 AI Integration Mistakes That Cost Businesses \$50K+

From: Dr. John Cobin <jcobin@policyofliberty.com>

To: [subscriber_email]

In my consulting work, I see the same three expensive mistakes repeatedly. Each one can cost an organization \$50,000 or more in wasted development time, failed implementations, and opportunity costs. Here's what to watch for.

Mistake #1: Building custom models when APIs will do. A fintech client spent six months and \$120K training a custom NLP model for document classification. I showed them that GPT-4 with a well-crafted prompt achieved 94% accuracy on the same task — at a cost of \$200/month in API calls. Custom models have their place, but 80% of business use cases are better served by prompted API calls with good system design.

Mistake #2: Ignoring the data pipeline. AI models are only as good as the data they receive. I've consulted with companies that built impressive AI interfaces but fed them messy, unstructured data. The result? Hallucinations, incorrect outputs, and user distrust. Before writing a single line of AI code, invest in your data ingestion, cleaning, and structuring pipeline. It's not glamorous, but it's where 70% of AI project success is determined.

Mistake #3: No fallback strategy. When your AI provider goes down — and it will — what happens? If the answer is “the feature stops working,” you have a \$50K problem waiting to happen. Every production AI system needs graceful degradation: fallback providers, cached responses, and human escalation paths. I design these into every system I build.

Avoid These Mistakes — Book a Call

policyofliberty.com/ai-consulting/book

Subject: Custom AI Solutions: From Chatbots to Full Content Pipelines

From: Dr. John Cobin <jcobin@policyofliberty.com>

To: [subscriber_email]

Every organization has unique AI needs, but the solutions tend to fall into a few proven categories. Here's an overview of what I build for clients — and what might be the right fit for your situation.

Content Generation Pipelines: Automated systems that produce blog posts, social media content, email sequences, podcasts, and video scripts from source material. These typically save 15–20 hours per week for marketing teams and produce consistent, on-brand content at scale. Setup time: 2–4 weeks. Ongoing cost: \$50–200/month in API fees.

Intelligent Document Processing: Systems that ingest PDFs, contracts, reports, and correspondence, then extract structured data, generate summaries, and answer questions about the content. Critical for legal, financial, and healthcare organizations drowning in documents. I use RAG (Retrieval-Augmented Generation) architectures with vector databases for accurate, cited responses. Setup time: 3–6 weeks.

Custom Chatbots and Virtual Assistants: AI-powered interfaces that handle customer inquiries, internal knowledge management, or specialized domain interactions. Unlike generic chatbot builders, I create systems with proper guardrails, escalation logic, and integration with your existing tools (CRM, helpdesk, databases). These typically reduce support ticket volume by 30–50%. Setup time: 2–4 weeks.

[Discuss Your Project](#)

policyofliberty.com/ai-consulting/book

Subject: Let's Talk About Your AI Strategy — Free 30-Min Consultation

From: Dr. John Cobin <jcobin@policyofliberty.com>

To: [subscriber_email]

Over the past two weeks, I've shared my approach to AI consulting, the mistakes I help organizations avoid, and the types of solutions I build. Now I'd like to hear about your specific situation.

My free 30-minute consultation is designed to give you immediate, actionable value — not a sales pitch. Here's what we'll cover: Your current AI usage (if any) and where the gaps are. The 2–3 highest-impact AI opportunities for your specific business. A realistic timeline and budget range for implementation. Whether you need a consultant at all — sometimes the right answer is a simple tool recommendation.

I work with organizations of all sizes, from solo entrepreneurs automating their content creation to mid-size companies integrating AI across multiple departments. The common thread is a desire for practical, production-ready AI solutions — not proof-of-concepts that never leave the lab.

Book your free consultation at the link below. If we're a good fit, I'll send you a detailed proposal within 48 hours. If we're not, you'll still walk away with concrete recommendations you can implement on your own. Either way, the 30 minutes will be well spent.

[Schedule Your Free Call](#)

policyofliberty.com/ai-consulting/book