

TRW Mission - Short Form Copy - QuikBooks

DIC - Disrupt, Intrigue, Click

Disrupt

Subject: You don't need to be gasping for air when you're crushed under the weight of paperwork.

Freelancers, business owners, freedom fighters.

You can stay on top of your finances without having to learn how to.

You don't need to spend years getting a degree, you don't even need a certificate.

The best bit, you don't even need to hire an expensive accountant

SO, what can YOU do?

Intrigue

You've been here, every business owner has at the start of their journey.

Throwing the shackles down, you've seen the weight of corporate constraints lie broken in pieces on the floor behind you.

Your chest was held high.

You felt free, you felt lighter, you felt powerful.

You could finally breathe.

But, you quickly realised, it's not so easy. Those feelings have gone.

Building a business is certainly hard. Financial literacy is not an easy skill to learn. You often feel incompetent, inadequate and overwhelmed.

Click

Well, you don't have to worry.

You don't have to be the person who doesn't follow their dreams because they're afraid of the financial overwhelm.

You can be the one who succeeds without having even to try to learn how to take care of your business finances.

[Name] if you're serious about your journey to financial freedom, to be able to toast to the second year of your success, there's a way forward.

But you need to act, and fast.

FIND OUT HOW TO GAIN THE ADVANTAGE

P.S Learn the secret, NOW, limited spots are available for our introductory offer.

HSO - Hook, Story, Offer

Hook

I didn't know my wife would have such a strong reaction, but I can't blame her. Christ, she was mad. I never knew she could get so loud.

Years of savings, gone, we might as well have flushed it all down the drain. But they're down there, along with our dreams.

The eviction notice had just come through. We were paralysed, shot with a taser, stunned.

But it's not like there weren't warnings.

Story

We did our best to keep our finances up to scratch, but trying to get our heads around the numbers was so hard.

I mean there was a hell of a lot of paperwork, but that's normal, right? We're both computer literate. At least that's what we thought.

That doesn't matter now. The cafe wouldn't exist anymore, the only place that was truly ours. It wasn't just a business, it was a home. It was full of colour.

Our daughter would run around playing with the dog. Customers would come in for their morning coffee with a smile on their faces. Their favourite brew prepared. Their breakfast orders ready, nice and hot. People loved being there. We loved having them. We were happy.

But, it's not the same anymore. The colour quickly fades to black and white. I'm staring at this dripping, wet notice, plastered on the door.

I'm not even at the shop. I'm in the study, trying to get some peace after that argument.

I just can't get that moment out of my mind. I can't accept it's over.

But it is.

Offer

This doesn't have to be your reality.

Sadly, it is for many of those ambitious, determined and brave people, who ready to risk it all for their dreams.

John and Jane, like many others, don't realise how complex accounting for your business can be.

It can take years to learn to do it properly.

Even those who don't want to learn, can't afford an regular accountant.

This is where we come in.

Learn how to take control of your finances in a quick, simple and easy way.

[CLICK HERE TO FIND OUT HOW.](#)

PAS - Pain, Amplify, Solution

Pain

Subject: Everywhere, businesses are being forced to close down. You don't want to be the next casualty.

Inflation continues to rise, interest rates follow suit.

The noose around your wallet is getting tighter and tighter. Squeezing more and more out of it every month.

It feels like your business's number could be up soon.

In such a difficult climate, you can't afford financial instability, you can't afford financial incompetence.

Amplify

If you don't learn how to take care of your accounts, you know what's soon to arrive on your doorstep.

The fifth letter with red writing on the front, 'DO NOT IGNORE'.

The resulting worry about the car breaking down. Being unable to afford your children's classes. The upcoming increases in your mortgage stir an anxious feeling of dread.

The fear of having to go back to your old boss, to go begging for your job back.

But there's no time to learn a new skill.

You have a husband, a wife, a family, and a business to look after.

Accounting is tedious, difficult and frustrating.

Solution

It doesn't have to be so hard, so confusing, or so overwhelming.

Introducing QuikBooks, the simple, automated accountancy and financial guru.

Our welcoming, attentive, patient and knowledgeable staff will onboard you to the software from day one. They will stay with you throughout your time with us.

They'll be with you right by your side, 24/7, so you can focus on what matters most.

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