

PAS Framework

Pain/Desire

Amplify

Solution

<https://drive.google.com/drive/folders/11bGJkOSOX6Z7jhkQja1hIGHK9iXeGrXS>

(A course to unlock your ultimate productivity guide)

Who am I talking to? - I am talking to people from 20 to 30 years old who are working 60+ hours a week at their boring job, trying their best to produce a high quality work and impress their boss. Despite that, people who work at night like “night owls” and people who don’t have time to dedicate to themselves. They feel exhausted after their work.

Avatar:

Bob is a 27 year old man who works a regular job. His day is pretty simple: he wakes up, goes to work, works, comes home, works at home, sleeps. Sometimes Bob stays awake at night to complete his work. He wishes to have some free time that he can dedicate to himself. He feels like he is wasting his life because of his work.

Where are they right now? -

They are thinking of changing their life so that they have more “free” time to dedicate to themselves or spend with friends/family. They are thinking about how they can make a change in their life and what can help them to do that. I think If I was in their place I would look all the internet up to find some sort of solution such as how to finish work faster with less effort.

Where do I want to take him? -

I want to take them through my email into the link that will be at the bottom. In my copy I want to focus on showing and intensifying their roadblock and moving towards providing the solution for it, in our case showing a better “imagined dream state” life for them.

What steps do I need to take? -

I need to start talking about the pain (current state) and then start slowly moving to showing the dream state of if they purchase the program.

1) Copy (Draft):

Subject line: Stop Wasting Your Life For Work!

"If you feel that work is wasting your life, then make this simple life change.."

We all live one life,

No matter what you do we are all going to die one day.

But what is the meaning of life?

Maybe it's when you work tirelessly everyday, return home exhausted, and feel: "I feel like I am wasting my life because of work".

Or maybe it's when you're overwhelmed by work, yet you stay up late into the night like a "night owl", tirelessly striving to create something meaningful.

Is this what you call life?

We all thought once we were kids that life was simple and enjoyable, only to discover it's far from being the truth, or is it?

There is a secret to boost your productivity like never before that millionaires don't want you to know.

So I will leave the choice down to you.

You can rather ignore this email and continue wasting your life or...

Learn how to produce a high quality work efficiently, saving a TON of time and effort in the process and unlock the true meaning to your life.

Go back or make the change.

Your journey starts now!

[Product Link](#)

2) Copy (Draft)

Subject line: The Secret To Get More Done With WAY LESS Effort.

Are you exhausted from work taking all the time?

Leaving you with nothing but stress and pain?

There is a reason why millionaires have more time,

And no, it's not just about money.

But it is about their productivity, because it is EPIC.

Not only does it allow them to get more done with way less effort.

But to finish their work ahead of schedule, come home and enjoy their life.

And the truth is, everyone can learn this technique.

So if you are tired of work taking all the time and are ready to do whatever it takes to achieve greater productivity with less effort.

[Then click the link to learn millionaires ultimate secret to success](#)