

The four questions:

Who are you talking to: People who want to develop their mindset and digital presence to be successful. Men 16-35

Where are they now: They are in the lead funnel stage when they signed up for 10% off first purchase.

What actions do you want them to take: I want them to purchase the low ticket product from the website.

What are the steps they need to experience: They need to imagine life right now with no clear sense of self development, then they need to imagine how life will become simpler with the product. Use either DIC or PAS emails, fb ads etc to get them where I want them to go

DIC:

Subject line: The secrets of self-development

There is a reason why Men self-develop.

And it's not because they have to.

It's because they need to.

But where does every man start their journey?

Well the secret is in achieving greatness through the self-improvement realm.

If you want to learn how to master the secret,
Then click here to track your self-development fast

PAS:

Subject line: Have you learnt the SECRET of self-improvement?

When you look at yourself in the mirror, are you looking at the best version of yourself?

Are you looking at a person with a strong mindset?

Or do you see someone who is lost.

Someone who is constantly procrastinating to achieve their goals.

Someone who tells themselves "I don't feel like doing it today".

Now for a second, just imagine your future if you choose to self-improve today.

Imagine walking into a room with people looking at a Man that has achieved THEIR goals.

Think about how changing YOUR behaviors will benefit YOU.

But beware, because each day YOU don't take action, is a day you are losing your future dreams.

Now, if you want to learn the SECRET to become a Man people are proud of and respect...
Click [here](#) and get 10% OFF your first purchase.