

DIC practice email (different product, same format)

Who am I trying to write to?

People who have the pain of being poor or average
-and who have the desire to get rich

Where are they right now?

-they are comfortable
-they are surviving, not living.

Where do I want them to go?

I want them to take the action of clicking on the newsletter

- Go on a journey of mixed emotions to make them determined.

Companies trying to achieve the same outcome:

Linked in:

Elevate your career:

- **"Join LinkedIn and unlock a world of opportunities to elevate your career to new heights!"**
- **"Connect with industry leaders and experts to fast-track your path to success."**

Professional Networking for Success:

- "Build a powerful professional network on LinkedIn and watch your career thrive."
- "Your next big opportunity is just a connection away – make it happen with LinkedIn."

Showcase Your Achievements:

- "Highlight your skills and achievements on your LinkedIn profile and attract the right opportunities."
- "Let your success story unfold on LinkedIn and open doors to a wealth of career possibilities."

Access Exclusive Insights:

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- "Get ahead with LinkedIn's exclusive industry insights and stay on top of your game."

- "Unlock the key to success with data-driven career intelligence available only on LinkedIn."