

Tao Of Marketing:

Business objective - Get them to buy the course

Winner's Writing Process

1. Who am I talking to?

- a. 90 percent men between the ages of 16-25
- b. They want to make money from their Laptop instead of working at restaurant or their local supermarket

1. Where are they now?

- a. Reading through their mailbox
- b. Working at a boring job getting monthly boring payments.
- c. Level 3 - Solution aware
- d. Stage 4 - Sophistication
- e. Current state - They want to change their life, they just need something or someone to guide them
- f. Dream state - They want earn money with social media or by selling digital products
- g. Current feeling of pain and desire - 8/10
- h. Current belief the idea will work - 7/10
- i. Trust in the company/person selling - 8/10

2. What do I want them to do?

- a. Buy the course

3. What do they need to experience/think/feel to do that?

- a. Stop the scroll on mail via SL
 - Strong SL
 - Curiosity
 - Desire/pain
 - Short and simple
- b. Get them to read the mail
 - Create relatable pain or desire throughout the mail
 - Come with pain from their job and their earnings
 - Come with a desire that shows them how easy it is to make money from their laptop and how we can help them do it fast so they can quit their job
- c. Click on the link
 - Come with a solution to the Pain/desire and connect it to the link

PAS Framework

SL: How to turn your phone into a side hustle

We've all had those lazy days...

Waking up and starting the day by scrolling endlessly through your device,
already knowing you've lost valuable time.

Before you know it, you've thrown off your entire day,
leaving your plans and goals by the wayside.

You promised yourself you'd be productive today,
but now it feels like you've already wasted your morning.

That sinking feeling sets in: "Today just isn't the day."

But instead of using your phone to waste time, why not turn that time into a side hustle instead?

Invest your money into a community that will support you when you're stuck, so you don't have to go back to scrolling aimlessly.

Get a coaching call from me where I answer all your questions and solve your problems,
keeping you disciplined and motivated, knowing you're improving every single day with the right feedback.

Even when you feel like giving up, you'll have exactly the tools you need to succeed.

Will you keep wasting your time with a phone that could make you easy online money from your couch?

[Or will you click here to invest in yourself and guarantee your success if you commit to it?](#)