

Context: Hypothetical PAS Framework based Email to attract people to an online course that helps people find success.

Email:

Subject: **How to light a path to success!!**

The question you must ask: **What is success?**

If you are reading this email now, it means that you have taken the first step to unlimited success.

You dwell within a realm of hive mentality

Your mind is concealed within a system that takes away your liberty

Imagine you wake up to a world of opportunity.

Imagine you live a life that you can decide

A life of freedom, a life of worthiness.

You can either earn a life that you have always wanted,

Or go back to a life of persistent debt whilst co-existing within a system that restrains your Financial and personal opportunity.

You must act now, time is running out.

Time waits for no one.

Take your first step, what have you got to lose.

The answer to success is here: [Click to find out the answer](#)