



Version 1.01

EC2, "Engineered CLARITY Community" for CPAs + Business Owners, is a community of CPAs and business owners who meet for 30 minutes a week, to learn how to think more like business owners and less like employees to leverage our knowledge, experience and networks to create systems which produce \$250,000 a year in passive income.

This document was created to be a "Paint By The Numbers" document for CPAs and business owners to create a passive income machine.

If you have questions or get stuck, talk with your EC2 Mentor. If you need help in figuring out how to take action talk to an EC2 member who is on **ActionVISION** for a recommended coach. If you would like someone to do all the work to build and work the passive income machine, talk to an EC2 member who is working with E-VA (Executive Virtual Assistants) for a recommendation.

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IMPORTANT ~ All materials in this document are copyrighted and intended exclusively for members within EC2. If you have not completed the 3 minute survey please take that first step. ~ [click here](#) ~ For additional information on EC2 ~ [click here](#) ~

1. What is your biggest challenge? (help me)

Targets ~ Send to every business owner you know.

NOTE: You are free to modify messages any way you want. Share what you do with other EC2 members to learn and grow together while producing faster and better results.

Subject Line

Could you help me?

Body

Could you help me?

I was thinking about you / your business and was just curious and had a quick question ...

"With all that you've got going currently what is the biggest challenge you may be facing currently?"

Looking forward to learning more.

Sincerely,

=====

Why This Works So Well

- Shows you care.
- Simple and easy message.
- Believable.
- Open ended. You are NOT saying you can help, just interested in them.
- Helps them to see you in a different light.

Questions / Next Steps

- When they answer ... respond ... **"Interesting ... tell me more."**
 - Ask Question // Listen // SEE ...
- Bring responses back to the mastermind group for tips.
- DO NOT give a solution ... Ask ? ... tell me more. ... and that's it.
- Will NOT work if you alter the system.

1-b. What is your biggest challenge? (research)

Subject Line

Could you help me?

Body

Could you help me?

I was doing a little research on those in my _____ network and had a quick question for you that I would like to get your quick thoughts on?

With all the things you've got going, what would you say is your biggest challenge you may be facing in your personal and/or professional life?

I'm doing this informal research, to gain a better understanding of some of the things we as a group may be facing and value your input.

Sincerely,

PS. I found this "[Thinking Differently](#)" video and really like it. Would love to get your thoughts on this as well.

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2. Do we think more like an employee or business owner?

Targets ~ Send to every business owner you know.

Subject Line

Do we think more like an employee or business owner?

Body

Do we think more like an employee or business owner?

Here is a great question to test how we think ...

If someone asked you the following question how would you respond?

"Are you interested in learning how to LEVERAGE your knowledge and networks to earn \$250,000 a year in passive income?"

... What would you say? If you would respond "That's not possible? What's the catch? I'm not getting into a pyramid scheme. I'm not interested. What's the cost?" or some other response ... then we are thinking more like an employee and not so much like business owners.

Business owners / entrepreneurs respond ... "Interesting ... tell me more."

EC2, "Engineered CLARITY Community" for CPAs & Business Owners is a community of CPAs and business owners who come together weekly for 30 minutes to learn how to think more like business owners and less like employees to leverage our knowledge, experience and networks to create systems which produce passive income streams.

> <https://clarity.dnaforsuccess.com/ec2-cpas#section--98168>

Share this email with every business owner you know and/or would like to get to know.

If we aren't earning passive income ... the sad truth is that we truly are not thinking like a true business owner and it's more likely that we own a job vs. owning a company.

Join us ... together we can accomplish so much more than we ever could on our own.

Sincerely,