

## Who exactly are we talking to?

- Men or Women?

Men & Women 20-30 Going to school and working 9-5 office

Overweight

Income level: Mid to Low

## Painful Current State

- What are they afraid of?

+ Being a loser forever.

+ Can't take care of their family

- What are they angry about? Who are they angry at?

+ Angry at themselves

- What are their top daily frustrations?

+ Know that there's so much more to life but can't seem to end **procrastination**.

+ Wasting time, can't focus

+Scrolling on social media

+ Hanging out bad friends

+ Playing video games they know they shouldn't

+ Behind their peers

+ Head always dizzy all the time

- What are they embarrassed about?

+ Can't keep their promises to themselves

+ Failed their new year resolution

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- How does dealing with their problems make them feel about themselves?

+ Feel good but not too long

+ Frustrated, no way out.

- What do other people in their world think about them as a result of these problems?

+ Loser, their peers, can never get better

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- If they were to describe their problems and frustrations to a friend over dinner, What would they say?

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## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

+ Become a super productive machine

+ Feel super proud of themselves

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- Who do they want to impress?
  - + Themselves, their family, god, the friends that trust in them
- How would they feel about themselves if they were living in their dream state?
  - + Like their hard work paid off.
  - + Fulfillment
  - + Pride
  - + Surprise other people
- What do they secretly desire most?
  - + Status -> they want it more than anything else.
  - + Be better than other and themselves
  - +
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
  - + That they can be so much more in life
  - + That they can do more in life
- Who do they blame for their current problems and frustrations?
  - + Social media
  - + Fast food
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - + Yes, they followed some of the youtube advice, join some challenge but didn't keep it for long
- How do they evaluate and decide if a solution is going to work or not?
  - + Logic
- What figures or brands in the space do they respect and why?
  - + Andrew Tate
  - + David Gogins
- What character traits do they value in themselves and others?
  - + Hard work
  - +
- What kind of people are we talking to?
  - + Ambitious people
- What character traits do they despise in themselves and others?
  - + Never give up
- What trends in the market are they aware of? What do they think about these trends?
  - + Monk mode
  - + Cold water
  - + Health

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#### 4 Questions:

1. Who are we talking to: Above
2. Where are they at:
  - Read the previous letter, know about the product.
  - Reading these email at work
3. What I want them to do
  - Click the link and watch the training
4. Steps by steps (Steal from Tyson 4D email)
  - Headline: Desired outcome: "You're one outreach away from changing your life"
  - Point out the key difference between the dream state and paints-> Spark FOMO (what is this)
  - Credibility: My own achievements
  - Show a static
  - What I'm about to tell you might change your life. (curiosity)
  - Reveal the mechanism
  - Twist the pain -> Empathy
  - You're must closer than you realized
  - Dream states
  - Introduce products.

Headline: It's OK to fail your New Year goal

Hey [Name],

There's one belief that can turn you into a high performer that achieves everything you want in life,

Instead of a person who forever procrastinates on what you know you should do.

I've been a productivity coach for over 2 years,

And there's a number that has always shocked me:

**"80% of people fail their New Year resolution before February "**

And if you are one of them, then listen closely.

Because this is the one thing that can change your life.

So please, repeat this 3 times inside your head:

**"The past doesn't matter"**

I know that right now you're disappointed because you can't keep your promise to yourself.

And in your mind, the evil voice is shaming you every single day:

"You won't make it"

"It's ok to procrastinate"

"You're born this way"

More than anyone, I know how difficult and depressing that is.

I've been there.

I've experienced that brief fulfillment when I did everything I said out to do.

Just to be dropped down to the deepest cliff of despair when I give in to my bad habits a day after.

But there's one thing in my mind that picks me up every single time:

I know that my past has no power over the decisions I make today.

That right now, I can choose to pick myself up and do the right thing.

'Cause I know that I'll never settle and I'll never give up.

### **That I'm meant for more!**

And if you've always been trying to break free of your bad habits,

I know for a fact that you also have that fire inside of you.

That you can be so productive that you can do 8-10 hours of work in just 4-6 hours.

And you can make thousands of dollars each month from your side gig.

While still having 3 hours every single night doing what you love.

You can make it happen.

I promise you that.

And in case you don't know where to start,

Here's the Free training that will clear out the unclear path and help you kickstart your productivity journey.

[BUTTON]

Let's win together, [Name]

Best,

Dan.

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4 Question:

1, Who am I talking to: Above

2, Where are they at: Open their email first thing at work. After sighing about how they wasted their Free time on social media and can't focus on their task.

3, What I want them to do: Click and join the free training

4, Steps:

Spark Emotion with the headline.

Story push emotion.

CTA

Tease the Free training?

Email 1: "I KNOW I have potential but I keep procrastinating..."

I often get DMs like:

"I know I have potential but I don't know where to start"

Or "There's so much I want to do in my life but I keep procrastinating"

When I see these messages, I always get a sneaky smile on my face.

Why? There are 2 reasons.

1) Through those messages, I met my old enemy.

The giant wall that I used stopped me thousands of times before I finally defeated it using the secret methods at the end of this letter.

2) I know for a fact I can help the person that message me, using that exact step-by-step process that has cured this "disease" for hundreds of people.

That's right. I smiled because I've unlocked everything a chronic procrastinator would need to break free of their bad habits.

Get the most they've ever done in their life and feel proud of the person that they would be.

And still have 3 hours every night relaxing and doing what they love.

I've done my best to deliver my best techniques to you in the FREE training right here.

Watch it and take action.

I'll be waiting for your wins!

Best,

Dan,

PS: There is further free support directly from me at the end of the training.

So remember to watch it to the end!