


PHASE 2 CRYPTOS SWIPE FILE

 Phase 2 Cryptos - RiskHedge.pdf

4 questions to ask yourself before writing every piece of copy.

- Who am I talking to? Who is my avatar?
Market Research.
- Where are they now? (Emotionally, mentally, what problems are they facing, what are their challenges and dreams)
Market Research.
- What do I want them to do?
SFC Email - Click link to website page. LFC - convince them through my words to purchase a position on the RiskHedge Venture membership.
- What are the steps to get them to take fine action?
Write an email using DIC, PAS or HSO to get them to click the link to the website for SFC.

Market research questions

What kind of people are we talking to?

- Men or Women?

Men

- Approximate Age range?

18+ To purchase cryptocurrencies

- Occupation?

Any occupation

- Income level?

Low to average income level

- Geographical location?

USA focused

Painful Current State

- What are they afraid of?

Not making a lot of money in their lifetime. Not become financially free.

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

Angry about going to work the job they don't like. Angry at themselves for not making enough money or doing enough to change their future.

- What are their top daily frustrations?

Going to work the job that they do not like or feel they do not get paid enough for it. Feeling as if they do not have enough time in the day. Anxiety about not making money.

- What are they embarrassed about?

The income they earn. The job they work (9-5 dead end, dreaded job that they do not look forward to going to every morning).

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

Proud, relieved, empowered

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

That they are lazy? Stupid? That they failed in life? Unmotivated?

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

"I feel as if my job is not going to give me the life that I dream of and it is going to get me nowhere in life and that I am not receiving the money that I feel as I am worth."

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?

They would not have to work a job for anyone else anymore. They have a very impressive bank account that would set them up for the rest of their life.

- Who do they want to impress?

Their peers, family, work colleagues.

- How would they feel about themselves if they were living in their dream state?

Very happy, relaxed, accomplished,

- What do they secretly desire most?

Money, lots of it.

- If they were to describe their dreams and desires to a friend over dinner, what

would they say?

"I would love to be able to quit my job and never have to work there again, be my own boss and not have to worry about money."

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

That they are lazy, 'don't have enough time',

- Who do they blame for their current problems and frustrations?

Themselves, educational system

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Could quite possibly have tried crypto in the past, without the right training and that is why they believe they have failed. "make money quick" methods which do not work and where you do not need a skill or hard work.

- How do they evaluate and decide if a solution is going to work or not?

Past results,

- What figures or brands in the space do they respect and why?

Bitcoin as it is the highest and most traded crypto with the most stability.

- What character traits do they value in themselves and others?

Perseverance, dedication,

-What kind of people are we talking to?

People who want to make 'quick money', they might be looking for an easy way to wealth.

- What character traits do they despise in themselves and others?

- What trends in the market are they aware of? What do they think about these Trends?

Bitcoins growth over the years

Short Form Copy Mission

Email - SFC

DIC

Distract, Intrigue, Click.

Subject: One of the best kept secrets in the world.

Phase 2 Cryptocurrencies - How to absolutely dominate the market.

(Getting into Cryptocurrency trading has never been easier. - old line)

If you have been waiting for a sign to get started on your dream life, quitting your lousy job and making real money, **then this is it.**

Generating so much profit, you can finally buy that brand new sports car you have always dreamed about.

(Why it's the perfect time for you to get into phase 2 Cryptocurrencies - old line)

There has been no better time to kick-start your way into the exciting world of cryptocurrencies.

Stephan McBride the "disruption investor" will teach you more.

[Click here and take your next steps to financial freedom](#)

PAS

Pain/Desire, Amplify, Solution.

Subject: How crypto can make you more profitable.

Are you tired of waking up and putting money into your bosses pocket?

When you look into the mirror, do you feel proud of the life you live?

Stuck working that dead end job on an average salary.

With an underlying fear of being not good enough in the eyes of others.

Or do you wish you could take control and live life on your own terms?

When making money for yourself gets you the respect you have always wanted.

If you are ready to step up and become the man you always knew you could be,

[Then click here to get started for 'as little as pennies'](#)

HSO

Hook, Story, Offer.

Subject: How much life can change in just 14 months.

From flipping burgers to flipping thousands.

This is how hundreds of us have improved our lives forever.

I was waking up at 5am to get ready for my dead end job,

Hating every moment of every day.

Feeling as if I was stuck in an endless cycle, with no way out.

Waiting for that chance to snatch up.

Who knew you could make such a shift in your life in such a small amount of time.

How different life can be at just some clicks of a button.

The feeling of dread and anxiety in the mornings to success in every breath you take.

The smell of accomplishment when you walk down the road.

Nothing in the whole world that could get you down.

It is not too late to get started and join us on this journey.

[Click here to learn more](#)

Landing Page Copy Mission

Hypothetical free gift (something that will help them on their first steps towards their desires) - “ A free insight to one promising new Phase 2 Cryptocurrency and why we think it has great potential.” - “ Phase 2 Cryptocurrency starter kit.”

Pop-up opt-in for ebook

WANT TO LEARN HOW TO GET

**YOUR FIRST PROFITS IN CRYPTO
FOR FREE?**

Stephan McBride will teach you the simple tactics
to attract life long skills in investing in new up and coming
phase 2 cryptocurrencies, with a bonus insight into a
promising investment opportunity.

GIVE ME THE
FREE EBOOK

I REJECT THE
FREE EBOOK

Get Higher Profits and Lower Buy Costs With a Step-by-Step Blueprint Created by RiskHedge Venture.

- Learn advanced buy-in strategies.
- Gain insights to tiny 'undiscovered' phase 2 cryptos with the potential to soar upwards of 12000%.
- Follow a proven step-by-step investor system.

ENTER EMAIL ADDRESS TO GAIN ACCESS ...

SUBMIT

RISKHEDGE CONTRIBUTORS FEATURED ON:



Forbes

BUSINESS
INSIDER



FOX
BUSINESS

abc NEWS

MarketWatch

Welcome Email Sequence Mission

Write 3-5 email welcome sequence, driving readers to purchase the associated product

EMAIL 1:

Subject line: Welcome! Your free ebook awaits.

Thank you for joining our newsletter!

[name], you are now a part of the team!

You chose RiskHedge so you could grow your skills in the powerful markets of phase 2 cryptocurrencies and hop onto the next wave of record breaking coins.

Let's jump in and get a head start.

Here is your free ebook as promised - [link to ebook].

We hope that you gain a lot of insight into the exciting world of phase 2 cryptocurrencies through our free starter ebook and are eager to kickstart your lifelong journey in the 'undiscovered markets of wealth'.

Here at RiskHedge, we are purely focused on improving the lives of our fellow members and providing them with the tactical data they need in order to dominate the phase 2 cryptocurrency markets and help them progress up the financial ladder.

Here's what to expect:

- A weekly email providing you with some extra tips and tricks to investing.
- An exclusive heads up to our new up-and-coming services
- Bonus free content giving you valuable training and lifelong skills not only needed in the world of trading but in most aspects of life.

And much much more!

EMAIL 2 (HSO FORMAT):

Subject line: I am so confident that I use my family's money when investing.

You heard that right! More and more of my family's money is now invested in crypto than stocks and not a single penny has been spent on Bitcoin.

Phase 2 cryptos are the most asymmetric payoff opportunity of our lifetime.

It all began on a cold winter's morning, the sound of silence roamed as I walked down an old rotten country lane.

I knew there was more to life than this. More to life than waking up and going to my no-good, dead end job on an average salary.

I knew that I had to change.

What I did that night, jolted my entire future and my life has never been the same again.

I spent countless hours sitting behind my crappy laptop, searching for ways to change my bloodline forever and that's when I stumbled across **phase 2 cryptocurrencies**.

Luckily for you we have compiled an in depth guide to turning your first profits in the world of crypto trading and for this week only, we are giving it to you for free. This sets you right up for our life changing mentorship we will talk about later down the line.

[Click here for your free guide](#)

EMAIL 3 (DIC PURE VALUE EMAIL):

Subject line: Why most beginners don't succeed in the crypto space.

Cryptocurrencies can be overwhelming and intimidating at first.

The thousands of different coins, the scary amount of chart patterns and the many things you need to look out for before each investment.

Most people decide to give up when things turn rough.

What if I told you that it didn't have to be hard.

It didn't have to be anxiety filled.

If you choose to follow the right steps and stick with the plan we will provide to you, you will be destined for greatness and set up for a life long journey in the crypto markets.

It takes hard work and dedication, so if you are not willing to sacrifice your time for this high-return investment in your life, then continue no further.

And for those who have got what it takes to change your bloodline forever,

[Here is a free video preparing you for the next steps to success](#)

