

# 4 Emails for Rapid Crush, Inc.

Number of Emails: 4

[ 437 Words ]

## EMAIL #1

**Subject:** the secret to actually living the life you want

**Subject:** earn passive income by doing these things

**Subject:** dreaming of financial freedom? drop this bad habit...

### Body:

Hey [first name],

Ever dream of quitting your day job, and relying on a steady stream of passive income while you sip mojitos on the beach?

Quit the 9-5, travel the world, earn money without setting foot in the office.

That's the type of independence you want, right? Well, guess what? So does every other wannabe online entrepreneur.

So what's the difference between simply **wishing** for that lifestyle of freedom versus actually **living** it?

Treat your online business for what it is: a BUSINESS.

Even if you don't have a brick-and-mortar office, you need to view your online business with the same diligence and commitment that you would view any 9-5.

You have to **show up everyday**. It's all about consistency and discipline.

And if you can figure that part out, then your online business has every chance of succeeding.

Even if your time is limited, you can still make the decision to invest in building up the dream.

Stop waiting for the “next big thing” and chasing after every shiny idea that comes along....Give yourself a pep talk in the mirror and remind yourself that you’ve got the idea, and you’ve got the action plan to get there.

Because success isn’t going to happen after one launch or changing the game plan multiple times because the initial idea didn’t yield results immediately.

So what are the good business practices that will lead you to those beach-side mojitos?

1. **Measure conversions like crazy.** What’s the cost per lead? What’s the cost per sale? You want to be constantly monitoring which messages and platforms are converting, and fine-tuning those lead sources.
2. **Automation is the name of the game.** And by automation, we mean specifically email. Nurture that email list like it was your first pet. Sequences can be sent out to inform, educate, and offer promotions so clients pull out the credit card. Emails connect you with the client 24/7; you can literally make money while you sleep.
3. **Consistent social media branding.** Make sure your clients can easily find you on multiple platforms by using the same handle in multiple places. Have a social media plan to get eyeballs on your brand regularly.

The key is not necessarily working **harder**, but **smarter**. Identify both your strengths and limitations and adjust your plan to maximize your energy and capabilities. With constant pressure on your goals, you’ll eventually be able to quit the salary and travel the world. Mojitos optional.

Talk soon,

INSERT NAME

P.S. Make a list of small everyday practices you can do consistently. Write them down in your day planner until they become part of your daily routine.

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[ 357 Words]

## EMAIL #2

**Subject:** why you shouldn't start an online business

**Subject:** the latest hashtag 12 million Americans are following

**Subject:** don't join the Great Resignation unless you understand this

### Body:

Hey [first name],

Ah, the hashtag. How did we ever communicate big ideas across channels of social media before its invention?

Just today, for example, I learned of "The Great Resignation"...or should I say, #GreatResignation, which describes the current phenomenon of people willingly stepping away from their jobs...and we're talking to the tune of nearly 12 million Americans.

There are a couple of reasons for such a bold collective statement. For one, inflation is increasing but wages are stagnant. Additionally, thanks to government stimulus checks, folks are getting money in their bank accounts sans commute. But no matter the reasons, people are #greatresigning themselves in record numbers and pursuing entrepreneurial ambitions.

Which sounds great, in theory.

So should you join the millions who are jumping ship and swimming for other shores?

My honest opinion? Don't do it. Unless you can keep this in mind...

Online entrepreneurship means running an actual business, not buying a lottery ticket.

When you do decide to go after your own business aspirations, you need to remember a few key #truths:

1. You'll need a few months of rainy day money to hold you over for several months of lean earnings.

2. Know what it will take to replace your current salary: consistent effort, a little bit of time, and some business-savvy.

If reading the above statements makes you feel a little uneasy, perhaps you're not ready to step off the proverbial cliff of salaried income...**and that's ok!**

It doesn't mean you'll be stuck in an under-stimulating 9-5 for the rest of your working life. It simply means you'll have to build the dream **in parallel** to your day job.

And then, once you've built the passive income streams you've always dreamed about, you can join the #GreatResignation movement already ahead of the other guy...because you'll have confidence, financial stability, and measurable success of launching and running your own business.

Talk soon,

INSERT NAME

P.S. A recent article on Fortune.com highlighted some qualities employees are looking for as they make a #GreatResignation pivot, namely meaningful work and an environment that values well-being. Some food for thought if you're building a team.

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**[ 382 Words]**

### **EMAIL #3**

**Subject:** don't fall into this trap when taking an online course

**Subject:** low-hanging fruit for course creators

**Subject:** the teacher from Charlie Brown can teach us this about online courses >>

**Body:**

Hey [first name],

Do you know what I've noticed a lot of lately? There are so many online courses that target a specific audience:

Newbies.

But why, you ask? A couple of immediate reasons come to mind:

- Newbies are full of enthusiasm.
- They don't necessarily know what to look for when it comes to an online course.

...Which makes newbies low-hanging fruit for online course creators.

As a course creator, targeting the excited but inexperienced is a great strategy. But as an online course **consumer**, make sure you remove the rose-colored glasses before you give out your credit card number.

I'm not saying you should view online courses with skepticism and disdain, because there is some truly informative and beneficial content out there.

...But there's also a lot of fluff courses that will waste both your time and money.

So it's important to know how to tell whether a course is worthwhile or not.

The key measuring tool of a decent online course is the **outcome**.

- Is it defined and specific?
- Does it solve a problem?
- Has this course solved the problem for many people, or just a few?

And then...**do your research**. Do reviews reveal measurable success or just some vague positive language? What about the reputation of the course creator? Are they really as good as they say they are? Can they deliver results?

Think back to when you were a student yourself. Which classes were motivating and engaging? Which classes did you sleep through? Most likely the classes that promoted conversation and **doing** enabled you to learn the most. A lecture delivered by the teacher from Charlie Brown probably didn't evoke much motivation.

The same goes with online courses...they should be challenging, stimulating, and interactive (yes, you can engage with a course creator over the internet!).

We live in an unprecedented era of accessible information right at our fingertips. But just like our supermarkets are brimming with food choices, we have to make sure we're purchasing the right stuff. So when it comes to choosing your next online course, read the ingredients label first.

Talk soon,

INSERT NAME

P.S. Have you been on the fence about a particular course? Use the above criteria to determine if it's worth it. This week decide to make a move...or move on.

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[ 362 Words ]

#### EMAIL #4

**Subject:** the secret to having it all

**Subject:** why everyone is not making 6-figures

**Subject:** how cross-country runners and entrepreneurs are alike

#### Body:

Hey [first name],

Interested in making a passive, 6-figure income? Of course you are. Who wouldn't be? Then why are there so few people who actually achieve that goal?

Truth is, it's really hard to do the daily things that ultimately lead to your financial goals. It's all too easy to get distracted, or to allow other priorities to push out the habits you need as you build up an online business.

Hey, if it were easy to launch a business and discover oodles of dollars in your bank account the next week, everyone would be doing it.

But building up anything takes time and endurance. It's not a sprint, but more like a cross-country race. Everyone may charge off the starting line at the sound of the gun, but the ones who have put in the miles during training are the ones who will lead the pack later in the race.

So what are some things you can do **today** that will ultimately lead you to the finish line of enjoying financial freedom by this time next year?

1. **Stop feeling bad about not being where you want to be.** Creating wealth takes time and consistent action.
2. **When you feel like this online entrepreneurial thing is really hard, don't automatically assume it's because you're too new and inexperienced.** Most likely it's because you're actually working hard! And that's a necessary ingredient for success. So don't beat yourself up...give yourself a pat on the back instead.
3. **Don't assume each day is "all or nothing."** If there's a day where you didn't accomplish all you set out to (and there WILL be days like that!), the day hasn't been one big fail....you still made some progress. Accept that you're human and you'll inevitably have "off" days. Perhaps you needed to take it slow on that particular day.

That 6-figure passive income isn't a pipe dream...you **can** have it all. Just keep your eye on the prize and show up for yourself everyday.

Talk soon,

INSERT NAME

P.S. If you haven't read it already, now is a great time to pick up the New York Times Bestseller by Charles Duhigg: *The Power of Habit*.