

Before/after for yourself

Before/After for a case study

Install a belief

Discount

AIDA - attention, interest, desire, action -

Attention through the subject line

Interest with a one-sentence hook

Desire with a result or transformation

Action with a CTA (**urgency and scarcity**)

 Create something that gets a member of your audience to *stop what they're doing and pay attention, even if just for a moment.*

 Appeal to the self-interest of your audience and *pull them into the story* using interesting facts and uses.

 Convince your audience that they *want and desire what you're offering and that it will solve a specific problem they have.*

Lead the audience towards taking a *specific and measurable action right now.*

PAS - problem, agitation, solution

Problem = you are poor

Agitation = here's why it sucks being poor

Solution = "Here's how to not be poor"

EMAIL 1

SL:

Will 2024 be your year?

Body

{{ first_name }}, It's Tai

I wasn't planning on writing this but . . . here we are.

TL;DR - Here's the '67 step' Program for just [\\$5 a month](#).

From sleeping on my mom's couch to having an estimated net worth of over \$60 Million.

It took me a long time to achieve success simply because I lacked one thing, guidance.

It led me to think, why do people need guidance?

I'll spare you the rabbit hole I went down and share that people's highest ROI on their purchases is when they invest in bettering themselves.

In my brain, this comes in different shapes and sizes, with work ethic + determination, and education being at the very top of my list.

I can't really help you with the determination + work ethic side, but I can guarantee that I can with the education side of it.

I believe learning new skills is the most important thing one can do right now to compete in our fast-paced world.

Sounds silly, but it is 100% true.

I've played a massive role for hard-working students who generated thousands and thousands of dollars.

Their words, not mine.

When I built this program, I thought it would be a HUGE game-changer for my team and maybe a few others. NEVER would I have imagined that it would have such a huge impact on so many people.

To this day, people are continually buying the program that has given them more than enough knowledge to make money.

If you are looking to start a business, make money, learn sales and marketing, networking, and much more, well my program is just for you.

If you are ready to finally make a change in your life then here is where you will do so:

https://www.tailopez.com/flow.php?id=FS-7506&source=slider&utm_campaign=233

Don't wait!

To your success,

- Tai