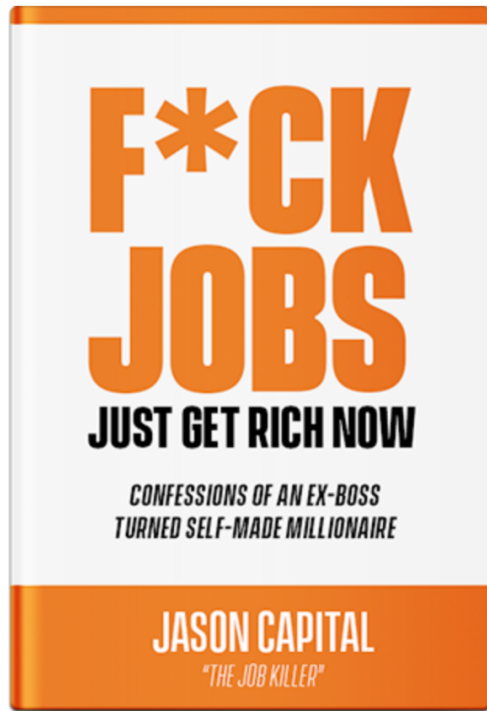


TRW Bootcamp Short Form Copy First Practice

Product:



Read This **FREE** Book

No Boss. No Job. No Problem.

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DIC Email:

Disrupt

Intrigue

Click

Subject Line: Why YOU Aren't Rich Yet...

This is the SECRET to success without a boss.

Have you ever wondered how some people get so far without being bossed around?

One thing they DID NOT do is settle down with their boss. It's not a normal job like you may have been tricked into believing.

You are probably one of those people. The average worker being bossed around.

THIS is your chance to finally break free.

Your FREEDOM lies in front of your eyes, for free: (link to free e-book)



PAS Email:

Pain/Desire

Agitate

Solution

Subject Line: The PAIN Of Slavery

How long have you been suffering, working those shifts that never seem to end?

The constant pain of counting your coins at the supermarket. You can't stay like this forever.

Are you scared of taking the first step? How many times have you promised yourself that you will make that change?

How many times have you told yourself, "This time will be different"?

Your time is running out, the FIRE of endless hours spent working for measly paychecks will catch up to you.

I am GIVING you the fire extinguisher. Save yourself. (link to free e-book)



HSO Email:

Hook

Story

Offer

Subject Line: Rags To Riches, The REAL Way

The hardest of times can soon turn into a hero's journey.

Mike was a normal guy, similar to YOU. He worked in an office, writing up spreadsheets for a finance company. His boss was always moody and dragged Mike down to where he was.

The draining feeling of typing and counting numbers all day... Tick... Tock...

The clock in the office had become so repetitive, Mike would hear it even when he got home.

The end of the month comes around. Mike gets a notification from his bank... IT'S HIS PAYCHECK! "YES" Says Mike. \$2,500 paid to him for a month of what seemed like depression.

Rent, electricity, gas, phone bill, just to name a few. Mike is left with \$200 for the month. "Is that IT?" He says to himself. Mike's thoughts drain him, just like his money.

Fast forward 1 year. Mike no longer works his regular job. He travels all the time, has a loving wife, and buys WHATEVER he wants.

Even his family asks, "How on earth did he do that?"

This is the SINGLE step you must take to fill Mikes Shoes: (link to free e-book)



Feedback from IRL people:

First email (DIC): Good, fun to read, intrigues readers and presents solution well.

Second email (PAS): A bit too explicit, “in your face” and urgent.

Third email (HSO): Too wordy, too long to read.