

Avatar:

Name: Daniel, 19 years old

Gender: Male

Income: 1-1.2k a month

Occupation: Part-time job

Characteristics:

- Daniel is sick and tired of earning such a low income
- He has the drive to make money online but doesn't know where to start
- He is in his research phase, researching "the best business model to start in 2024"
- He wants to live the "millionaire lifestyle"
- He finds the Saas business model after weeks of watching different videos

Pains:

- Daniel is sick and tired of earning low wages
- He is frustrated with school as they don't really teach much about being financially free
- He fears being a 9-5 employee as he does not want that life

Current state:

Binge-watching YouTube videos to find the best business model. Even though he wants to get into the online business space he is still doing his bad habits like scrolling endlessly on TikTok, watching TV shows all the time, constant procrastinator, etc. He found a business model that he is interested in (Saas) and then signed up for the free course.

Desires:

- Become the first millionaire in his family
- Earn financial independence
- Impress the people around him
- Escape his current 9-5 job

4 questions:

- Who am I talking: Men around 18-25 who want to become financially independent and live a wealthy lifestyle

- Where are they now: They have currently signed up for the free course (the lead magnet) and have now been put on the email list.
- What actions do I want them to take: I want them to join the free discord so they can be surrounded by more like-minded individuals who are currently using the white label SaaS business model, and then eventually they can purchase the software in the discord.
- What steps do I need them to take: They need to think about how this software service is the key to their desires and what life would be like if they don't take advantage of this opportunity, then they need to imagine what life would be like if they take the opportunity, then they need to join the discord to become surrounded with like-minded individuals; learn more if they have to and see the people inside winning.

The best email style for this is PAS:

PAS:

Subject Line: Are you going to commit?

Congratulations on joining my free course.

Do you think you're special now?

Are you planning to take action with the information I shared?

I assume that once you signed up or even finished the videos, you went back to TikTok or resumed binge-watching Peaky Blinders on Netflix.

But listen, it doesn't matter.

I don't really care what you do with the information I taught, but know this,

This business model is at its prime right now.

Think of it as the 2019 SMMA.

Soon, it will be everywhere.

So right now, you have two options:

Go back to scrolling on TikTok.

OR,

Join my Discord to surround yourself with people who are winning with Saas.

The choice is yours.

If you're ready to turn YOUR life around,

[Click here](#) to join Discord and take your second step towards achieving your dream lifestyle.

P.S. If you prefer the first option, please unsubscribe now. I don't want to be talking to anyone who settles for mediocrity.