

1 - Who am I writing to? Someone who is tired of working a 9-5 and wants financial freedom.

2 - Where are they now? Frustrated they're stuck working a 9-5 job and want to find a way to live a life of freedom.

3 - What action do I want them to take at the end of my copy? I want them to realize there are more ways to make an income than just working a basic 9-5.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? Realize there's people half their age living a life of freedom and they can do the same

Disrupt: **Yellow**

Intrigue: **Blue**

Click: **Green**

Subject Line: The only thing you need to escape your 9-5....

Have you been told all your life that the only way you can earn an income is through a 9-5 job?

If that's true, you've been lied to your whole life...

While you're working that 9-5 job, people half your age are living a life of freedom.

They didn't just "get lucky" they discovered secrets that only the rich know.

Jason, just like you, worked a 9-5, but he discovered a secret that he is willing to share with you that got him a life of freedom. **FREE of charge!**

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