

Avatar:

Name - Justin, 20

Gender - Male

Income - 1.5k month

Occupation - casual/part-time job

Niche: self-improvement

Sub-niches: Lifestyle, business, and training

Characteristics:

- Justin could have a better physic. I am looking to get in the gym and build muscle
- He has a drive to gain muscle but doesn't know how to start
- He has a crippled mindset about his lifestyle, training, and money but is looking to change that
- Set a New Year resolution for himself to increase his money and build his physique

Pains:

- He is sick of being trapped in his weak body
- He is sick of his weak mindset
- He wants to develop his mindset, but he keeps procrastinating
- He is about to quit his New Year's resolution

Current state:

He binge-watches self-improvement and motivation videos but still needs to pull the trigger to achieve his self-improvement. He is still doing his bad habits: smoking, drinking, procrastinating, and constantly scrolling on TikTok with no clear vision. He is trying to self-improve by setting a new year's resolution, but he isn't trying his best to make progress and is about to give up.

Desires:

- To become the best version of himself
- To achieve the goals he sets for himself in the financial, lifestyle, and training realm
- Impress the people around him

Four questions:

Who am I talking to: Mostly men aged around 16-25 who want to live a good life by starting to develop their success through business

Where are they now? They are currently signed up to the email list and signed up from social media where they found the account. They are reading weekly newsletters beforehand to build the relationship, but now I have introduced them to a solution to their problems with routine mastery.

What actions do I want them to take? I want them to read the whole newsletter, relate to it, and purchase the product that will be put in selling emails.

What steps do I need them to take? I need the person to sign up to the email list through social media, nurture a relationship with them through email, and sell the product to them.

This email aims to create a valuable general newsletter to the reader and present a product to them that can help them with their New Year resolution.

Product: The product is a routine mastery that helps them develop a solid daily routine and gives them ideas and insights on how to break the bad habits listed above in their current state.

Subject line: Failed your New Year's resolution yet?

Preview text: I bet you have fallen off the New Year's resolution bandwagon.

We're nearly a month into 2024, and like everyone else, you couldn't stick to a simple task you set for yourself.

See, what separates you from the 8% who succeed in their resolutions is **determination**.

You don't want to achieve YOUR goals as bad as the 8% does.

Listen, 2024 is the final year where you will be able to change your life,

Because if it doesn't happen this year, you will be trapped in the same "I'll do it next year" cycle for the rest of your life.

Just imagine when every time the New Year comes around, you are stuck in the same spot as you were last year.

Having no money in the bank,

Having a physique you know you're not happy with,

Most importantly, you still have the same procrastination habits.

To make sure that 2024 isn't a failure,

The first step you need to do is,

Follow a daily routine.

A day-to-day plan will keep you on track to completing either the 10k a month goal or getting a similar physique to powerful men like David Goggins.

The Routine Mastery below teaches you the best ways to make your daily routine the foundation for a year of success.

Now the question is;

Will you re-commit to your New Year resolution to create a year of success?

Imagine at the end of the year when you look back to the financial and physical goals you set for yourself at the start of 2024,

Will you be impressed with what you have accomplished?

When looking in the mirror, will you have the physique you have always wanted?

Will you wake up and see constant income coming into your bank account?

If that's the outcome you want, it's time to return to the bandwagon.

Go and crush it this year.

We're rooting for you.

(routine mastery button here)