

1. Business Objective
  - a. Make the reader download the E-book
2. Platform:
  - a. Mailchimp, at their gmail box.
3. Who am I writing to?
  - a. I am writing to young mission-driven men 20-35 with traditional masculinity energy and who had bad relationship with their father in their past and didn't learn things correctly, they are with abundance mindset and with ambitious and entrepreneurial-minded, who want to create generational wealth and also to build one for their current/future family. Also to build harmony around their relationship and want to make their woman happy, on the way towards healing journey.



a.

### **What is their problem?**

it's a problem with emotions and the past with their father figure. Their problem is controlling the emotions, learning to finally how to be a man because their past was a problem that ruined their perspective on how to be a man. Their initial problem is inside, internal where they need to be emotionally upgraded and with a mindset shift so that they can finally earn more money, provide more to their family and not only financially. They want to be a good father figure, they think the solution/mechanism is to work hard, provide much, traditional masculinity.

### **What is the Product ? And how does it help?**

The product is a freedom coach with personal 101 and it helps to be relatable and provide clear value to the dad wannabe and to have positive relationship, and to have deep intimacy so that they remove the traditional masculinity to only

provide, provide provide, but to also have deep desired connection with their girl.

The solution is to control his emotions and work on his inner masculinity so he will know when to turn off emotions and when to express emotions when necessary.

**Background:** He is right now with a couple and possibly going into a marriage/already in marriage, he is working hard and providing a lot of stuff to his own family and to his girl, he works at either mechanic or something difficult to do 9-5 or even more hours which makes him disciplined and go to the traditional masculine side, and his wife/girl gets mad because she feels unnoticed and that he seems like he doesn't care about her, but every time he hears it it feels like a punch in the gut because he provides literally everything and he doesn't get anything back except some love. He believes that he needs to work harder and to focus in more so that he would feel more connected to the girl, and since he didn't grow up with a father, he doesn't know what is the right thing to do, and he keeps on just working and being quiet, and he is trying to be a good father figure for their upcoming child and marriage but he doesn't know how to do it and be a good masculine male figure.

**Mini-life history:** He grew up in a rough childhood where he saw his dad some time, and sometimes not, but he didn't really think about it because he was young. And he only grew up in one motherhousehold because his dad went always to work and didn't see him, or think about him. He would only talk to him handful of times.

Growing up, he was getting more into the man stuff because his Mom pressured him to work hard and start to provide for his own family, so then he began working hard and being more mature than the other kids. And while the pressure was there, he felt frustrated and angry why did his dad abandon him and do not care about him. (it was his thoughts) and he started working hard and he went to the stage of traditional masculinity, where he just works and provides.

Even though he is extremely mission driven, he still wants to improve his inner emotions and the connection with his girlfriend/wife because he knows he can do better by being emotionally connected.

Later in life, since he was missing a good strong father figure, he didn't know what to do in specific moments and only received feminine advices from his Mom, for example in relationship, or in arguments and etc. And he didn't feel like he did the right thing everytime. Which, his mom taught about him.

He got into relationship, and then later for some time, the girl was frustrated and felt like she was getting unnoticed so that the "He" can provide for the family, and keep providing like a soulless person. So that the cup will get filled in the girl's hand, and leave empty on his own cup.

## 1. Day-in-the-life

He wakes up very early at 6:00 AM on Friday morning but hits snooze multiple of times, then he vividly remembers that he needs to go to work so he can provide, and have food for his relationship and own family, so then he grunts and finally gets up at 6:30AM

He ate quite decent, but not satisfied, drank an espresso, and went straight to work at 8:00AM with the unwilling desire to do anything.

He works the whole day with a disappointed face but he remembers that he needs to provide, help and make their family happy, so he atleast feels like he is living his full purpose.

After work, he goes home, not quite happy though... just in a slight of excitement and sadness because he will see his wife/girl again but he also knows he needs to work regardless again in the weekend.

He doesn't feel the fulfillment, and just feels emptiness inside, even though he gives some love to his wife/girl, it doesn't feel like it's enough.

Deep inside, he knows that he can have a happy family, good house, good car, but he doesn't know how, because he believes he couldn't learn it elsewhere.

While sitting with his girl and watching a movie and trying to do something different every night, he didn't feel that fulfillment.

He drank one beer, thought about life and hard work, and then went to bed to wake up early.

**Sentences they use:**

***Through the program, I learned how to surrender, how to accept what's happening in life while still maintaining the goal I want to see in my future. Since starting the program I've been able to share my feelings and get vulnerable in both my romantic and family relationships. I've started a men's group in my family where we discuss how to restore manhood, how to lead, and how to be better, more active participants in our family. I've been keeping up with my mother, grandmother, and sister. I've been getting closer to my grandfather and having deeper conversations about life. We even have a family call where we get together to discuss important topics and get vulnerable with one another. These are all new things since starting FYC!"***

***"RJ helped me to realize something every session. He helped me shift my perspective around myself and my life. My lifestyle now is that I get up early and I consistently do things that make me feel good and promote me feeling better, and being better for the people that need me."***

***“After going through the program I solidified a level 5 position in a data center and now I’m making 20k more per year! I also ended up getting into a relationship with a woman I met on social media! I hear RJ’s voice in my head every day. He has a powerful energy. At this point I don’t really know where I would be without his coaching.”***

Their dream state is to build generational wealth for their family and have a deep aura connection with their wife. And as an identity, they want to become the perfect masculine figure in their family.

4. Where are they now?

- a. They are now actively thinking about improving their relationship after optinning in, and reading the 2nd landing page. They are curious about what’s inside the book.
- b. Awareness - 4. I showed the solution as the best form of solution inside of the landing page. And in the 2nd landing page. So I am certain that they are pretty far away from level 3. So, Buy Now, Urgency, Scarcity, Trigger pain and desire.
- c. Sophistication - 4
- d. Current state
  - i. Past men's trauma, and shortcomings, not knowing how to improve it.
    - 1. Dad left in a very young age and the dad is not the best dad figure, lazy, arrogant and absent. He acts like nothing happened even though he failed to be a dad.
    - 2. Past trauma wound.
    - 3. Actively healing the wound and practicing forgiveness.
    - 4. He is growing up way sooner than expected because of the Mom’s pressure.
  - ii. The father figure was the most important figure in their life because a dad can make a lot of changes and generational trauma.
  - iii. Repressed anger towards their father and projected to the ones that they love.
  - iv. Scatterbrained, focused on plans A and B. (of a person) disorganized and lacking in concentration.
  - v. Planned to build a business that wouldn’t excite and spark up emotions.
  - vi. Doesn’t allow to express his emotions.
  - vii. Doesn’t know how to build a bridge from his head to the heart in emotions.
  - viii. Not exposed to another side of men in our group, and wasn’t aware of and the openness coach created.
  - ix. Years full of stuck pain.
  - x. Family trust.
  - xi. Self-sabatoge, self-destruction, doing certain things that they would know that they would destroy it before they touch on it.
  - xii. The anger at the past and bringing up to the present and not letting the anger go.

- xiii. Repressed anger towards their father and projected to the ones that they love.
- xiv. His father was there, but not monetarily and everything opened up while he was growing.
- xv. Obstacles on their way to the goal
  - 1. No significant improvements in their health, relationships, and overall well-being.
- xvi. Not seeing what's wrong in their relationships.
- xvii. To show her wife that you are not putting the work above her.
- xviii. Not getting their "Cup" filled because all he does is provide for family, and the woman says that she doesn't feel noticed, etc. While her cup is full, and his cup is empty.
- e. Dream state
  - i. I learned how to surrender, how to accept what's happening in life while still maintaining the goal I want to see in my future
  - ii. Powerful energy.
  - iii. Shifted perspective around themselves and their life. And now they are waking up consistently, do things that make them feel good and promote feeling better, and being better for the people that need them"
  - iv. Positive changes
  - v. Knows and understands how to express his emotions, taking the time to notice them, sit with them, and call them up when they need to.
  - vi. More comfortable in the discomfort zone. More willing to step into fear and have tough but necessary conversations
  - vii. Able to embrace unfamiliar moments and it's been a beautiful evolution to notice.
  - viii. Overwhelmed with joy and brought to tears thinking about who i've become through this program.
  - ix. Space to go deep on an emotional and spiritual level while also diving head first into extremely important financial information.
  - x. A blueprint for achieving goals.
  - xi. Fully present to their queens, money, and muscles.
  - xii. Changed their way of thinking and their plans of how they are moving forward in their life.
- f. Current desire levels 7 Fired up
- g. Current certainty levels - 6 Believes that the ideas work because of logic
- h. Current trust levels - 6 seen a lot of testimonials and logic and emotions.
- i. Percieved cost threshold - 8
- j. Percieved certainty threshold 7
- k. Percieved Trust threshold - 7
  - i. The goal is to improve it slightly so they will continue reading the 2nd landing page

5. Where do they need to go?

- a. Catch attention in the email box
  - b. Read the body
  - c. Download e-book
- 6. What steps do they need to take to get there?
  - a. Catch attention in the email box
    - i. Biologic desires - **Opportunity** + perhaps mating
      - 1. Followed by Pattern interrupt and some kind of “shiny” element.
        - a. Direct benefit -
  - b. Read the body
    - i. Use a slight bit of kinesthetic and logic in the beginning.
    - ii. And leverage some trust leverage
  - c. Download e-book
    - i. “Are you serious to take this type of action?” CTA.

Format: PAS, to push them a bit further to download the e-book.

Headline checklist:

- ☐ Urgent
- ☐ Unique
- ☐ Useful
- ☐ Ultra Specific

**Headline:** This is the time to finally take courage and become YOUR envisioned masculine figure.

Hey [Name],

You know those moments when you’re facing a challenging, brain-wrecking question and can’t find the right answer because you lacked a good masculine figure before?

After guiding over 40 mission-driven men to step out of their comfort zones and discover answers to life's most challenging questions, also including in their relationships, I can confidently say this:

You will be the next man to seize the opportunity to elevate your game and become the strong, masculine figure your family needs.

Here’s the e-book. Get ready. → [\[e-book link\]](#)

[P.S. After reading the e-book in just a few minutes, you'll have a changed perspective on your lifestyle. Click here to book a call with me to unlock not just a changed perspective, but a transformed lifestyle to live a life how intentionally meant to be.]

Talk soon,

RJ Rivera