

## Product/Service

- What kind of product/service is it? **Real estate Course.**
- What problem or need am I trying to address with this product/service?  
**Problem: Lack of knowledge and lack of financial independence.**
- **What are the key features and benefits in this product/service?**
- **this course teaches you how to buy a house, sell a house, how to deal with taxes and invest in real estate.**
- Who is this product/service created for? **People who want to learn everything about real estate and make money**

## Avatar

- Pedro, 40

## Current State

- *Pedro has a wife and a child, and as he has to pay the bills, he doesn't have much money left at the end of the month. That's why he decides to purchase a real estate course to generate passive income..*
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## Roadblocks

- think it's not possible
- Lack of knowledge
- Lack of support (Don't know what the best steps are)

## Solution

- Be educated and guide

## Dream State

- Pedro wants to be financial stable
- have more time for his family to spend with his child
- be recognized in the real estate world as a successful investor

## Pain points(These points make a good SL)

- don't want to leave his comfort zone
- afraid of losing money
- feeling lost
- afraid of failure
- If he loses money, his daughter and wife will be in a worst situation

Subject line : Unlock Your Path to S\uccess

Hi, [ Name].

Have you ever lacked self-belief?

Do you feel it's impossible to achieve your goals?

Many people find themselves going in circles, making little progress simply because they don't have access to the right information.

So, let me ask you: Are you ready to take the necessary steps towards a brighter future?

Can you imagine a life where you're financially independent and have quality time to spend with your loved ones?

Well, all of that it's possible with the right knowledge and guidance.

Invest in yourself and open the doors to a world of possibilities.

Take the first step today and unlock your true potential.

[Click here to learn how](#)

To your success,

Subject line What the 1% is doing to achieve financial Freedom

Have you ever lacked self-belief?

Do you see the vision of big mansion, nice cars and spending good quality time with your family, fading away?

Imagine the feeling of finding yourself going in circles, making little or no progress because you didn't access the right information.

You can prevent that vision from becoming reality

as many like you done

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So, let me ask you: Are you ready to take the necessary steps towards achieving what you want?

Invest in yourself and open the doors to a world of possibilities.

Take the first step today and unlock your true potential.

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P.S( there are just 10 courses)