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Problem, Agitate, Solution

### **Ingredients:**

{What's a relatable problem most people in your target audience faces}

*Have you ever had those trading weeks where you just couldn't seem to get it right?*

{Relate to that problem. What's the conversation going on in their head?}

*No matter how perfect your setup was, or how in the zone you felt you were still closing red day after red day.*

{Strong justification why everyone faces this problem even if they don't know it}

*Even Michael Jordan had a string of games where he played like a cross-eyed cheerleader.*

*But he still went on to become the best to ever play.*

*That's because he knew the comeback principle I'm about to tell you*

{The long term terrible effects that will take place if this problem goes on forever}

*Because if you stay in a slump for too long,  
Not only can you end up blowing your account,  
But you'll never be able to get a green streak again.*

{Uncommon solution}

*Go deep on some mindset work.*

{Objection handle}

*But I don't mean you need to meditate like a monk or pray to the gods.  
You just have to find a way to build your confidence back up.*

{Strong justification}

*That's what the greats Like Michael Jordan and Kobe Bryant go out of their  
slumps and that's how you can get out of yours.*

{What's your solution and how does it help?}

*The ultimate traders mindset methods.*

*A step-by-step manual to mastering the inner game of trading.*

**Template:**

SL: How to {Relieve relatable problem}

Hey %FIRSTNAME%

Have you ever {common problem}?

{Relate to problem}

Well in this email,

I'm going to show you how to {Relieve problem}

Because realistically,

{Justification as to why you probably feel this problem even if you don't know it}

{The long term terrible effects that will take place if this problem goes on forever}

So how do you overcome {Common problem}

{Uncommon solution}

{Objection handle}

{Strong justification}

{problem solution loop}

I know, it's easier said than done,

But that's why I created {solution}

{Explain how solution solves problem}

Sign off

### **Example:**

SL: How to get out of a trading slump:

Hey %FIRSTNAME%

Have you ever had those trading weeks where you just couldn't seem to get it right?

No matter how perfect your setup was,

Or how in the zone you felt,

You were still closing red day after red day.

Well in this email,

I'm going to show you how to get out of a trading slump before it does permanent damage to your trading account.

Because realistically,

This is a problem that affects EVERYONE.

Not just us day traders.

Even Michael Jordan had a string of games where he played like a cross-eyed cheerleader.

But he still went on to become the best to ever play.

That's because he knew the comeback principle I'm about to tell you.

Because if you stay in a slump for too long,

Not only can you end up blowing your account,

But you'll never be able to get a green streak again.

I know it feels like the market must just have it out for you,

But realistically the problem is just in your head.

When you start racking up Ls,

You'll tend to make the most basic mistakes.

Panic selling,

Revenge trading,

And over trading.

So how do you overcome the trading slump?

You do what the greats did.

Go deep on some mindset work.

And I know, it may sound dumb.

But I don't mean you need to meditate like a monk or pray to the gods.

You just have to find a way to build your confidence back up.

I know, it's easier said than done,

But that's why I created the ultimate traders mindset methods.

A step-by-step manual to mastering the inner game of trading.

[Click here to get instant access.](#)

Your wallet will thank you later.

That's all for now.

Trading Tyson.

Another example:

**SL:** Big hustle, little growth? Try this

Have you been consuming a lot of business content, but your business is not growing that much?

Happens all the time.

Whether it's from your favorite Youtuber or buying programs to grow your business, there is no shortage of advice when it comes to growing your business.

You hear it all the time:

- Promote on TikTok
- Hire influencers
- Run discount promotions
- Go all in on ads
- Avoid ads
- AI will leave us all without a job

And on and on...

So what does it mean Tyson?

Are they all wrong? Are they all scammers? Are they all just parroting out whatever they hear online?

Not necessarily.

Chances are there is some good advice floating around, sometimes for free.

See, getting access to the information is not a problem anymore.

You would think getting the right information is the key to growth.

It's not.

After working with thousands of business owners, do you know what is the absolute No. 1 difference between successful ones and those who fail?

## **EXECUTION**

No amount of business advice in the world can beat good execution.

Even somewhat crappy advice can be turned around with **fast, good execution.**

Can you actually block out a couple of days to define and implement what will move the growth needle in the next 12 months?



What about your team? Can they execute?

That's the key, if you ask me.

Grow SMART,

**Dan Lok**

**P.S.** If you need a little extra help executing well and fast, we have our next SMART challenge happening soon.

[If you need to grow now, you are invited to come implement with me what will make a real difference in your business in the next 12 months >>](#)