

Tradez - Reactivation Sequence Emails

1- Who is your avatar?



Kyle is 21 years old, living in London. Kyle works full time at a warehouse, working night shifts, earning £24,000 a year.

2- What is their current situation and why is it so bad? (pain points)

Kyle currently lives by himself in a flat share. He gets paid at the end of each month, and after tax he is left with £1,780. He rents a double room for £700 per month, with rent due on the 1st of each month.

After he has paid for his food, travel and utility bills (£800) he is only left with £280. He feels this is barely enough to save towards improving his finances, and he can't spend much on his social life as he has to make his remaining £280 go as far as possible. This makes him feel dejected as he isn't able to meet up with his friends as often as he could do. He wants to get a promotion to earn more money, but since he requires more experience and competence in his role, a promotion isn't yet available for him.

3- What is their dream situation and why is it so desirable? (pleasure points)

Kyle's dream state is to live life with total freedom. Freedom to travel whenever he wants to. To enjoy social events with his friends. To meet and date the most attractive women. And to have an income that grows independent of his location. Kyle wants to be his own boss. With this level of freedom, Kyle feels like he is able to live the life of his dreams, and have surplus to share and help his close family and friends. He will have a great feeling of significance and importance in his social circle.

4- What problems are stopping them from getting to their dream situation?

Kyle doesn't have any skills that will enable him to live the lifestyle he wants. He's been inspired by seeing guys on Instagram live a lavish lifestyle, but he doesn't know how he can leave the confines of his job, when he doesn't have a financial cushion, to take a risk at pursuing anything else. He is frustrated that he doesn't know which next step to take towards moving forward. Kyle is also struggling with increases in energy bills that his landlord is charging to him and his housemates.

5- What is the solution to their problems?

The solution to Kyle's problem is to learn a highly paid skill that he can work with around his job to create another source of income. Depending on what skill he learns, it could end up being a career path that will give Kyle the freedom he wants out of life.

6- How will your product help them bridge the gap between their current situation and dream situation?

Our product - a Trading training Course will teach Kyle everything he needs to know about Day Trading. It's the perfect way for Kyle to utilise his time whilst he isn't at work, to make his £280 go further. Kyle can develop his skill set of day trading and earn more money to help towards his increasing bills, and to save with.

Over time he will be able to earn enough from day trading to leave his full time job and have more freedom to enjoy his life.

This Reactivation Email Sequence is for a list of 7,500 contacts. 2,000 of which have received email communication from Tradez before. The remaining 5,500 are contacts that have opted in to receive communication from Tradez.

Communication hasn't been regular, with the last email sent in October. We will start by emailing the list twice a week (once every 3-4 days) and we will gradually build the relationship with the audience.

As part of the value to offer the list, I will include links for the audience to book calls with Tradez. Tradez Team will speak with the audience on the phone and personalise an offering for them.

Purpose of each Email:

1. Reconnect and re-establish familiarity with the guru. Let the audience know what they stand to gain from staying on the list, and encourage a response from the recipients. Complete
2. Value email, HSO about the guru. Encourage to book a call. Complete
3. Testimonial email to promote trust around the brand
4. Value Email, DIC, showing last weeks trading performance
5. PAS or HSO Email promoting audience to get in touch with the team via WhatsApp in order to join Trading Course

Email 1 - ALREADY SENT 

Subject Line:

✉ Message from Oden / ✉ FAO %FIRSTNAME%

Email Body:

Hey %FIRSTNAME%!

You signed up to Tradez exclusive community on our website, and we're connected on socials,

Which means you get access to the educational content that makes succeeding with trading so predictable, anyone could do it.

In case you forgot, I'm Oden - your Trading Education Coach.

I'm excited for you to be a part of our cause...

The Team at Tradez is committed to supporting you with the skills & insights you need to accurately read the financial markets.

And become part of the elite 10% of Traders who are able to live life on their terms.

Moving forward, you can expect to hear from us twice a week.

Reply to this email with a thumbs-up "👍" emoji if you're on board.

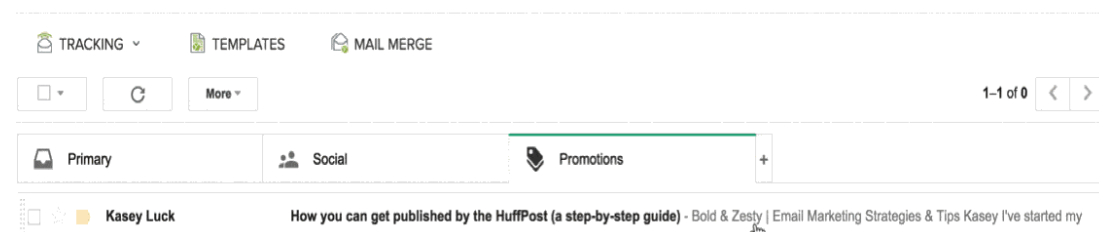
Over the next few days, I'll show you the easy way you can get started as a trader so you don't get "frozen" with analysis paralysis.

Peace,

Oden

P.S. If you want Tradez emails to land in your Primary Inbox...

Just drag and drop this email into your Primary inbox and you'll be good to go!



Email 2 - ALREADY SENT

Subject Line:

 Avoid these 3 critical day trading mistakes!

Email Body:

%FIRSTNAME%, 90% of traders lose up to 90% of their money within their first 90 days!

The reason is that they don't have the awareness required to avoid making common mistakes.

I want to ensure that you avoid making them, so your path to designing your ultimate lifestyle will be smoother.

In almost a decade of my career as a trader, I have noticed 3 mistakes new traders make:

- Overleveraging - taking a position far in excess of what they should have for their account balance.
- Having a fear of trading - Not having a healthy balance between not being greedy (overleveraging) and hesitating to get into a trade right at the time of entry.
- Focusing on multiple asset classes - their attention being split rather than honing their skill of analysis by choosing one asset class to work with.

If you lack the knowledge and the correct insights, you could be on track for a financial trainwreck!

It can take years of analysis, more trial & error and stress to make sense of these common mistakes.

But with this understanding, you can have the ability to travel the world in first class, checking experiences off your bucket list with your day trading income.

And be more than able to support your family in ways you could only dream of before your income begins to compound.

At Tradez we cut decades of study into days by showing our students exactly how to steer their trading careers to maximise their profits.

Whether you want the guidance of an expert trader,

Or whether you simply want to accelerate your learning curve & have a thorough understanding of trading within your first month,

Our team is [here to support your growth as a day trader.](#)

We will clarify any & all of your trading queries so you can learn to trade with ultimate confidence.

[Click here to book your consultation call.](#)

Peace,

Oden

Email 3**Subject Line:**

%FIRSTNAME%, your opinion matters to us

Email Body:

%FIRSTNAME%, if you have had a first hand experience with our team, our services, or our trading course, we would love to hear from you.

Whether you just started out trading, or whether you are passionately involved in securing your family's future.

You are part of a genuine community of ambitious traders who respect the profession.



Whether opinions on Tradez are good, bad or indifferent, we're proud of the impact we have had on dozens of our students.

[Find our reviews here >>>](#)

Peace,

Oden