

Email 1: Why IronFish?

Email subject line #1: This 1 Simple Thing Can Make You Wealthy

Email subject line #2: The BIG Property Success Tip – (Jesse favorite)

Email subject line #3: The ONE Property Success Secret

What if we told you about ONE simple act that could change the direction of your life and put you on the path to financial success – would you listen?

At IronFish, we see it every day. People who are working hard and just getting by becoming property investors with multiple income streams... Investors with one or two properties creating a real estate portfolio that makes them millions...

All by doing this ONE simple thing.

Taking action. With thousands of individual investors, IronFish is one of Australia's leading property investment companies. We educate and mentor clients and come up with a customised, step-by-step plans that will take you from where you are now to where you want to be.

[Get started on the path to wealth NOW by booking your free personal strategy session.](#)

Here's how we helped change the life of **James, an accountant from Sydney:**

"I feel very lucky to have attended IronFish's property investment seminar and I learnt so much from it. With IronFish's help, I bought my very first investment property and within a few months my property has already gone up in value by \$40K- \$50K. Thank you IronFish for helping me create wealth!"

[Sign up today for a FREE SEMINAR with IronFish Property Experts!](#)

Now you might be wondering, "Why work with IronFish and not another company?" And it's a great question. Here's what makes us the best:

IronFish has the BEST properties...

Due to our large network we can offer our investors hot properties **before public release**. We also conduct rigorous due diligence and pre-negotiate with sellers to get the best deals so you get a prime property without the hassle or worry.

We employ honest, dedicated strategists...

We have more than 100 property investment strategists in 8 offices throughout Australia. IronFish team members are also serious investors, and never suggest anything they haven't done themselves.

[Schedule a free consultation with your own personal IronFish strategist.](#)

IronFish offers continuous education and support...

We assist investors throughout the entire investment journey, and will work with your accountant, mortgage broker, or financial advisor as needed. We keep you updated on properties and on track to reach your goals. We even offer property management services.

One simple step is all it takes to put you on the path to wealth and freedom.

Will you step forward or walk away?

I will step forward by [scheduling a free one-on-one strategy planning session.](#)

I will step forward by [reserving a seat at the next seminar in my city.](#)

Warm Regards,
<authors name>

Email 2: Hot Spots – Where to invest

Email subject line #1: How To Find The Next HOT Property Market

Email subject line #2: Where To Find HOT Property Suburbs [Inside]

Email subject line #3: How To Find HOT Property Suburbs [Checklist]

The secret to locating HOT suburbs for property investment is knowing what "indicators" to look for when you are searching ...

And while no one can predict with 100% accuracy where the "hotspots" in real estate are going to be, let me give you THE indicators which will **help you locate HOT suburbs** which you may consider investing in.

Let Ironfish experts do the work for you! [Click here to set up a free one-on-one strategy session](#) with one of our property experts today.

Checklist #1: Population Increases

Population drives demand, which increases rental and resale profits. Look for signs that a population is going to grow rapidly, such as a new highway, the presence of mining or other big industry, or even changes in immigration quotas and zoning.

Checklist #2: The "Sea Change" Trend

When people want to improve their quality of life, they seek homes near water. While properties close to the ocean are in greatest demand, there are also opportunities to be found in investment property near canals, lakes, or rivers.

Ironfish investors receive preferential access to many of Australia's best properties BEFORE public release. [Click here to book your FREE strategy session.](#)

Checklist #3: The "Ripple Effect" Factor

When an area becomes popular, surrounding neighborhoods begin seeing high demand. As home prices rise, buyers seek out property in nearby, lower-priced neighborhoods. Identifying one of these soon-to-be-desirable areas could put you at the peak of the next hot spot wave—well ahead of high property prices and competition.

Checklist #4: Amenities That Attract The Wealthy

Areas with private schools, high-end shops, trendy restaurants, golf courses, and universities typically retain their property values and are almost always "hot" because they weather market fluctuations and minimise investment risk.

We KNOW Where Australia's Next HOT Market Properties Are —Do You?

A lot of industry-specific knowledge and research is required to pinpoint the next property investment hotspot. But you don't have to spend months performing due diligence—we've already done it.

Ironfish approved properties are extensively researched. In fact, [we have our own in-house research team whose job it is to watch the key indicators](#) mentioned above so we can identify prime areas and hot properties BEFORE the competition. Then we pre-negotiate deals! That's right—**when we offer you an Ironfish Approved Property, the best rate has already been negotiated with the seller.**

That's what we mean when we say our investments are "turn key". Just as with a turn key home, everything is ready to go—all the hard work has been done and you can just step in and reap the rewards!

Contact us today to find out how we can help you grow wealth quickly by offering you Australia's HOTTEST properties!

[Go here to book your free strategy session.](#) Or call our office on xxx-xxx-xxx.

[Go here to reserve your free seat](#) at our evening seminar and we'll show you the HOT suburbs and areas you could invest in.

Warm Regards,
<author's name>

Email 3: Why 90% of people stop at 1-2 properties

Email subject line #1: 3 Reasons Why 90% Of Property Investors Fail

Email subject line #2: 3 BIG Reasons Why Property Investors Fail -- (Jesse favorite)

Email subject line #3: 3 Reasons Why Property Investors FAIL

Do you know that 90% of property investors ALMOST make it to elite wealthy status and then just give up? (Sounds harsh, but it's true).

The majority of investors acquire 1 or 2 properties, feel discouraged and give up, thinking buying more properties simply isn't achievable.

So why do most investors stop at 1 or 2 properties? What's holding them back from growing their portfolio?

[We can help you build a property empire – book a free IronFish consultation](#)

Here are the top 3 reasons why most property investors FAIL:

Problem #1—Lack of strategy

So many investors jump in with high hopes, buying up great deals and expecting the money to just start rolling in. But by not establishing goals and creating a step-by-step long term plan, these investors are REACTIVE rather than PROACTIVE.

This means they make decisions based on what's happening around them—they buy and sell based on market fluctuations, they're one or two steps behind the hot property trends, and they make purchases without the appropriate financial foundation in place. They're continually scrambling and playing catch-up.

Free Seminar: [Discover our BEST property investing strategies here](#)

THE IRONFISH SOLUTION: Create a *proactive* investment strategy.

Long-term strategy planning with us allows you to see the big picture so you don't react blindly to circumstances. Instead, you'll make smart decisions and will be able to ride out market changes with confidence. We also periodically re-evaluate your plan to make adjustments and keep you updated on important news so you stay ahead of the game.

Problem #2—Lack of knowledge

There is such a vast amount of knowledge required for success in property investment: due diligence, financing, negotiating, tenants, upkeep, taxes, tenants, legal issues, zoning and codes... it's no wonder property investors make BIG mistakes.

The truth is that the successful, truly wealthy property investors got where they are because they created a team of experts that fill the gaps in their knowledge.

THE IRONFISH SOLUTION: Provide a team of experts.

When you partner with Ironfish, you have an **entire team** of property investment experts just a phone call away. We guide you through every step! We also do all the due diligence and pre-negotiations so you get "ready-to-go" investment opportunities.

[Want to join the top 2% of investors? Book your free strategy session with us today.](#)

Problem #3—Lack of support

One of the most common hurdles investors face is getting overwhelmed. When you're facing renovations and deadlines and tenants and any number of other distractions, it's easy to lose track of your long-term goals and wander off course.

Many investors in this situation can only HANDLE 1 or 2 properties. They may want to expand their portfolio but without support, they simply can't manage any more by themselves. **And then they give up—right on the brink of actually achieving their dream of wealth!**

THE IRONFISH SOLUTION: Provide ongoing support.

It's a well-known fact that it's easier to reach *any* goal when you have the proper support system in place. Our experts at Ironfish will answer all your property investment questions, help you manage your existing properties, and your personal strategist will even remind you of actions you need to take to keep you on track!

Don't make the same mistakes 90% of property investors make!

[Schedule a one-on-one strategic session with an IronFish strategist today.](#)

[Reserve your seat at a FREE evening seminar and get your questions answered.](#)

Warm Regards,
<authors name>

Email 4: See exclusive pre-released projects tailored to your goal

Email subject line #1: Reach Your Money Goals with THESE Properties

Email subject line #2: Pre-Released Properties For You (Jesse favorite)

Email subject line #3: Which Of These Properties Do You Want?

How would you like to own a rental property in a luxury high rise in the heart **Melbourne** (one of the "most livable cities" in the world), that has consistently strong rental returns?

Or... how about owning a boutique apartment on **Sydney's booming North Shore**, a high-demand area with rental returns averaging an incredible 5.9%?

Or... maybe you'd like to get in on the soon-to-be exploding **Fortitude Valley** in Brisbane, which experts estimate will double in population over the next 20 years?

[Schedule a free consultation to get access to all IronFish current Approved Properties.](#)

These rental income properties are current IronFish Approved Property offerings! And they're hand-picked to help you reach your wealth goals quickly.

Here's how IronFish can offer you the very best investment opportunities:

VIP and Pre-Public Properties

As one of Australia's largest investor networks, IronFish investors receive preferential access to many of Australia's best properties before public release. Astute investors know many of the best new properties are offered to the general public only after other VIP purchasers.

Detailed Research

[IronFish searches nationally for the best investment opportunities](#) in the most dynamic locations, which show great potential for capital growth and consistent long-term rental returns. Our comprehensive selection process includes different, proven selection formulas for houses, apartments, townhouses and villas.

Quality Properties

Investors don't have to waste time sifting through inferior investment opportunities: **IronFish typically rejects 19 out of every 20 properties it analyses.** And that's good news for you because it means **we only show you the real gems, the very best.**

Turnkey Investments

IronFish coordinates *everything* required for a property's long-term success and ease of management. This means properties are turnkey and as hassle-free as possible **so you can sit back, relax, and enjoy the extra income.**

[Don't waste your time and money on bad properties! Let an IronFish strategist do all the hard work for you.](#)

Why IronFish Properties Get You Financial Freedom More Quickly

One reason our investor success rate is so high is that our approach differs significantly to the average investor strategy. IronFish recommends investors accumulate a portfolio of different types of property that includes a mix of convenience-focused properties (apartments) and land-focused properties (houses and townhouses).

The Average Investor:

- Has access to local properties only = limited opportunities

- Has to do their own research = wasting time eliminating "bad" properties
- Has to do their own negotiating = no power to get exclusive deals
- Has to create their own strategy = may not reach financial goals

The IronFish Investor:

- Has national access = able to buy hot properties anywhere in Australia
- [Has expert research team = saves time, money, and only gets great properties](#) Has professional negotiators = can get exclusive deals, extra benefits, and lowest prices
- Has a clear, effective strategic plan = reaching financial goals is easy

As you can see, **IronFish investors have a huge advantage over DIY investors!**

When you invest on your own, you actually end up paying MORE for your property investments through wasted time, less-than-perfect deals, and uncertain property profits. **When you choose an IronFish Approved Property, you save more money up front AND make more money in the long run.**

[Get exclusive pre-released properties tailored to your goals. Contact IronFish today.](#)

Warm Regards,

<author's name>