

Subject line: **The Smart Money Bro quote that changed my life...**

Eric, I'll never forget this quote:

"If you don't believe you can have money, you won't have money" - From the 'Bad Habits That Keep You Broke And In Debt' video

What resonated with me and I'm sure many others is your direct approach with your videos where you tell it exactly like it is, with no fluff. I'm surprised it's not paid financial advice!

I'll jump straight into it. I've started to build my own copywriting business after following your advice, fixing my mindset, my emergency fund, and my monthly savings.

I know you offer a free PDF (which could definitely be transformed into an eBook), and I noticed there wasn't a landing page for it, so I went ahead and built one for you (see below).



I'd love to get your thoughts on the alignment with your current strategy. I'm available next Tuesday between 12-2 to jump on a call and chat it through. Let me know if that works.

Thanks,
Alex