

Welcome sequence based on a swipe file product. (This is not Tates war room.)

Push-ups: <https://rumble.com/v444rjn-105-copy-aikido-push-ups.-sped-up.html>

Who am I talking to?

Startup business owners and normal business owners who are struggling to earn money, and or are a slave to their business, business owners who want to scale even higher whilst working less.

Where are they now?

Just landed in the email list from the page.

What action do I want them to take?

To go from a normal person in my list to a fan who's bought into the brand/business itself, to then buy my product.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

Shifted beliefs around a specific problem, revealed solutions to roadblock which the product/service will easily come in place to fix, increased pains and desires, heightened curiosity, and make the experience fun and exhilarating.

The steps they need to experience within the 5 emails is indoctrination, rapport/story, pure drop of value/knowledge, product/sales page, and the final kick in the ass.

Readers roadblocks & Solution:

They are trying to start their business/already started but they are faced with constant unknown problems which they cannot decipher, people who are a slave to their business, and people who struggle to make money with their business.

The solution is stated in the 3rd email, mentorship, network, plan, mindset shift, this will cover all their problems.

The solutions will ensure that they have the mindset to take on the battles and a mentor to learn and get guided from, a plan to ensure goal is obtained, and a network so they are ahead of the game.

The product/service then comes in and takes care of the roadblocks & solutions as it falls right under them.

Personal Analysis/How I think I could improve:

Emails were more focused towards a portion of the audience as I listed above in the first question. (only those who struggled with their business.)

When naming multiple things in my commas specifically in (Email 3) I think I could have improved this by wording them better and more straight to the point by removing a word or two in each sentence, this would make it rhyme more and just sound better for the next upcoming lines. **Sounds slightly better.**

I did not ramp up curiosity enough especially with using specific keywords/phrases, I could improve this by using things which would grab their attention and specific words/scenarios especially pillars associated with the maslow's hierarchy of needs chart.

Could have made the pure value email (Email 3) short and just paste the value into a link for them to read to keep the actual email itself short and persuasive.

As I have watched the 3rd copywriting bootcamp over quite some time span, I took notes of everything but before writing this copy I did not go through them which limited my knowledge to that which I have recently learned as I forgot a bit.

I could improve this by going through my notes and making my mind warn before I sit down to write. There probably was not much but I forgot "sensory languages" **Rewrote Email One and Two with this. (I took Thomas's advice.)**

Some weak headlines/fascinations.

I think I could make more clear on what specifically the mastermind group offers and make that a lot stronger and compelling which directly aims at their roadblocks and current situations.

Next time I should go through a checklist/list of the feedback I get back and stuff within the actual resources in TRW to ensure a good copy.

Connect the piece of copy that I am making and conjugate it more with the actual pre-planned desired action, visual image, emotions I want them to experience, and the pains and desires I want to hit, so then the copy is purely restricted to make somebody take good action. Refine the overall welcome sequence more and link to the important things such as: desired action, visual image, emotions I want them to experience, and the pains and desires I want to hit.

As a bonus I would like your guys rating x/10 on the first ever welcome sequence I have made.

Thank you.

-Ishan

Welcome Sequence Below:

Email one:

You just made one of the best decisions yet.

Welcome..

Hello <Name>

In the WarRoom, we're committed to achieving financial freedom, empowering you to travel at will, to any destination, at any moment you desire.

We strongly believe that life should be about fulfilling your purpose, the purpose to live an exceptional life and to be proud with the accomplishment of retiring your parents and giving them the lifestyle of endless experiences at will.

Life is not meant for miserably waking up every day just to repeat the same actions for somebody else, just to call them 'boss.'

Life is meant for BUILDING your dream.

Just imagine this:

Imagine becoming that remarkable to the point where everybody who once knew you is messaging your phone out of flattering desperation, when they see that you own a business which completely gives you the time freedom and freedom to wake up and slide the doors open excitedly to run out into the cool-ocean whilst the warm sun hits your skin, or else ANYWHERE that your imagination can think of.

Would that not be amazing to have?

It would.

We're glad to have you here.

In the upcoming emails we have things that we can't wait to tell you which will only move you forward in your business. In order to truly apply the things that we are going to say, you must first implement today's action step.

That action step is to build YOUR purpose.

Chat soon..

-

Email Two:

We were once at the same stage you were.

But here is why we became different...

It all started back in 2008 when I had an idea to create a business which would pay me FOREVER. I had the same thoughts and visions as I did as a child but I did not know where to start.

That was until I took the traditional route which was to go to university.

I enthusiastically took out my pen and viciously jotted down in class everything the business professor had to teach.

One day out of curiosity I wondered what some good business models were, so I decided to shoot up my hand to ask him “Hey Professor, what businesses have you ran before?”

He turned around in a very shocked way and replied back angrily saying “Do you think you’re funny?” as if I insulted him.

I was confused with why he was mad, because I thought that it would give me a sense of direction on what to start on.

I returned home to my desk and looked up his name online and it said that he hadn’t run ANY businesses before.

I then wondered to myself “how can somebody teach business to people without even having experience with one?”

It just doesn’t make sense..

I began to shuffle through my business-notes to implement everything I had learnt with this new business idea of my own that I had come up with. The idea I had come up with was to create an online educational platform where everybody could learn how to start a business from scratch.

Can you guess what happened next?

Nothing worked, the business didn’t get any sales, my pocket was literally empty, I stayed up every night trying to decipher the constant recurring problems, but I could not even seem to grasp it.

I swifted away to the classroom and asked my business professor for advice and help, he replied back with “solutions” but even his advice just made everything worse.

So there I was in a state of poverty not knowing what to do, my mind was burnt out, it was hard to even move a muscle.

Rent letters were coming in, I let them pile up in the mailbox to give the impression that I wasn't home, but in all reality, I was inside there lying on the couch for hours, days, maybe even WEEKS before I had a spark of an idea...

What would of happened if I didn't use the advice and lessons that the professor had taught me?

Yeah, I would literally know NOTHING but what if I did the opposite of what he told me to do? Or even better, what if I went out and spoke to people who ACTUALLY ran a business?

I had no other cards to play, I had nothing else left to do. It was worth a shot.

SIX months later I reopened my SAME business and started earning thousands of dollars every single week.

I had gone from rock-bottom to now finally GRASPING the unknown stressful problems which kept my business back from truly blossoming with my BARE-hands, and strangled them till they no longer existed.

Here's the lesson..

You cannot open a successful business by learning from somebody who has not even ran one themselves.

You NEED to find and learn from successful people if you want to be like them.

And that is the story on how the **War Room Mastermind** group was formed.

By now you should have created your purpose from the first email. (If you haven't then go back and do it.)

In the next email I will be dropping the reasons on why you have these stressful problems which you cannot seem to decipher and what you need to fully break them FOREVER.

P.S: I will also share a hint on how I went from flat-broke to creating a successful business and how YOU can too.

Chat soon..

-

Email Three:

*Why you seem to have unknown recurring problems with your business.
and the SECRET ways to fix them..*

Chances are that you have had stressful nights trying to decipher a constant unknown recurring problem with your business.

You have had thoughts about quitting, and you now have pushed your business away for "another time."

I have been there.

However, I have fixed it.

And you cannot fix it by yourself.

But then how?

I'll tell you how..

Number 1: Mentorship

No world champion became a champion without a mentor,

No successful man became successful without a mentor too.

You NEED a mentor to guide you through trial and error otherwise it will take you YEARS to fix the problems which you don't know of.

How do you expect to get to a destination when you don't even know where you are going..?

You need to know where to start, what to do, how to do it, what to avoid, and you will need somebody to hold your hand and give you a sense of light and direction along the way so you can win.

Do not confuse business mentors with your "average" business teacher.

Chances are that your business teacher hasn't even RAN a business.

If they don't even have experience with a business then they cannot teach you themselves.

So the only right decision is that you must learn from proven current entrepreneurs in the space.

"If you want to become a millionaire then learn from millionaires."

Do you understand?

Number 2: Network

"No great man in history became exceptional alone.."

You need to surround yourself with winners to become a winner yourself.

You need to know people who make you pause and think, people who you can constantly learn from to improve yourself in every single endeavor, not just business.

You need to have people who you can learn from to know the latest up to date techniques, marketing updates, strategies, and so on.

Because if you don't then you will be left shocked in the dust while your competition is always two steps ahead, and never one step behind..

Having a network will speed your success to the infinity.

Number 3: A Plan.

You need a very diligent roadmap to ensure that you get exactly where you desire, and not just that.

You need to know where you are going, what your dream goal is, what it looks like, the amount of money you will be making, how much staff you'll have, how far and vast you want to go, where you want to expand to, who your staff will be, what steps are needed to get there, and most importantly, HOW will you get there?

In order to reach where you want, you need to know what the destination is, and exactly "how" you will get there, or else it becomes a dream..

-

And lastly, the most important thing that you need.

Number 4: Mindset Shift.

You cannot become the BEST version of yourself who is living the life that you want to live without a mindset shift.

The most important thing of all to success is a mindset that cannot be beaten down, a mindset which regardless of the circumstance always find a way to come on top, or else you'll just perish.

If you don't have a **strong** mind then all of the information stated in this email goes to waste.

You need to become obsessed with the work, you need to become disciplined, you need to perform at your best everyday, and once you do this, the universe is yours to bend.

You must accept that life is always going to take suffering, so you either suffer trying to become exceptional to live an exceptional life, or you can instead suffer in the mediocre path of comfort knowing that you could've been something but you instead chose to be NOTHING.

Now you know the solutions that are needed to take your business from the dirt, all the way up to a beanstalk.

You now know what you must do, but it will still be EXTREMELY hard for you to do these things by yourself.

However..

Next email expect to find a way which will completely flip your business from the ground up like no other.

The quickest, safest, most BEST way for you to implement everything taught.

You will be excited for this one.

I'll see you there..

—

Email Four/Introduction to product/DIC.

This is the ONLY efficient way to change your business.

Starting from tomorrow even from the ground up..

The sleepless stressful nights, the endless thoughts about quitting, guess what?

They are ALL going to end.

If I was given this opportunity when I was at your stage then I would be 20x more successful than I am today,

And I would've been there a DECADE earlier.

Picture this:

Imagine being able to live the life you want whilst being able to travel wherever and WHENEVER you want.

That is the life we ALL want to live.

However..

How else will you get to such destination when you aren't propelling forward with **SPEED**?

Time is of essence, 2024 approaches, businesses will continue to steal success every second.

So will you stand back and watch it all happen, or will you join in to take what's yours..?

[The choice is yours..](#)

Email Five/Last Email/PAS:

When you look in the mirror, do you see somebody who's proud of what he has accomplished?

Or do you instead see somebody who hates the reality that he currently lives in?

You wake up early in the morning for somebody who you call your "boss", you arrive at work to repeat the same actions every single day, you return home in an attempt to create something which will help you escape your reality...

...But it fails miserably..

You know,

There're some people who can't live your lifestyle, there're some people who would rather die trying to be something than to be mediocre, there're some people who WANT to make their story **worth** reading.

If you truly want to maximize your business, escape your current reality, and achieve greatness whilst connecting and learning from proven millionaires who WANT to talk with you along the way.

[Then click here:](#)

(Ignore this, this is just some scrap.)

There are others out there who are gaining the latest strategies and techniques to stick out in 2024, and every second you aren't obtaining it, you are losing.

You know what you must do.

Brainstorm:

In the next email I will be dropping why you have these stressful problems which you cannot seem to decipher and how to fully break them FOREVER.

P.S: I will share how I went from flat-broke to creating a successful business and how YOU can too.

This sets up easily with the product (network mastermind guide group.)

Shifted beliefs around a specific problem which your product/service will come in place to fix.

Shifted beliefs: (Business professors are gay, life is meant to be lived achieving a purpose, become exceptional not mediocre, you need to learn from successful people to become like them.

Roadblocks: Starting successful business, unknown recurring problems which they can't

decipher, trying to scale even higher, knowledge, belief.

increased pains and desires, heightened curiosity, and make the experience fun and exhilarating.

Questions:

For a DIC Ad in an email (Email 4) do you keep what the product is unanswered?