

### Who am I talking to?

I am talking to young, ambitious western men between the ages of 18-35. They're currently making decent enough money (£30,000-£100,000 a year) to keep them comfortable, but nothing life changing. They work a 9-5 at the moment in the corporate/banking/office/finance industry that takes up most of their time. They've grown up training/playing sports.

### Where are they now?

They're currently feeling scared that they're going to end up stuck in the rat race forever, and they're desperate to get out as soon as possible. They feel so frustrated in their boring job as it's the same thing every single day, and no matter how hard they work, their salary is always capped to however much the company pays them. They know they are made for more than this but they just don't know where to start. They want to be their own boss and run their own life, and they're frustrated that they aren't at that point yet. Their friends and family don't understand, because from the outside, they've got a decent enough job on decent money, but they just don't have the ambition that this man has. Not being able to afford the things they want, and not having yet reached the status of man that they want to be, makes them feel embarrassed of themselves. They find themselves frequently picturing themselves in their dream state, living in luxury, beautiful women, and being free from corporate shackles, however they're slow to take action. They've half-heartedly attempted to read self-help books and tried side hustles in the past, but nothing's got them to where they want to be. They're in my clients email list and are aware of the product

### What am I trying to achieve with them?

I'm trying to amplify the feeling in them that they're wasting their life by not taking action to improve it. I'm trying to use this amplified emotion to get them to click the link at the bottom of the email to take them to a sales page and be sold to.

### What are the steps needed for them to achieve my objective?

I need to crank the lever on the pain that the reader is feeling, and make them see that they genuinely will waste their life unless they take action now. Once this emotion is amplified in the duration of reading the email, I need to show them that they can begin to make this change in their life by clicking the link at the bottom of the email.