

The email does a good job of capturing attention with the promise of a success story (Hook), tells the story of Howard Schultz effectively (Story), and makes a clear call-to-action by offering the e-book (Offer). The HSO framework is suitable because the narrative is engaging and inspirational, making readers more likely to resonate with the story and take action.

Objective of the Copy

Macro Objective:

- Encourage readers to quit their jobs and pursue their dreams by downloading the e-book.

Micro Objective:

- Persuade readers through Howard Schultz's story that they can achieve similar success.
- Drive readers to click the link to download the free e-book.

Execution

Effectiveness:

- The email successfully uses a well-known figure (Howard Schultz) to illustrate the possibility of leaving a job and achieving success, which is relatable and inspiring.
- The call-to-action is clear and well-placed at the end, making it easy for readers to take the next step.

Improvements:

- The email could benefit from a stronger, more compelling subject line to increase open rates.
- Adding more emotional language could heighten the reader's connection to the story and make the email more persuasive.

Mistakes and Solutions

Mistake:

- The email is a bit lengthy and might lose some readers who prefer quick reads.

Solution:

- Condense the story slightly, focusing on the most impactful points to maintain engagement throughout.

Self-Reflection

Guidance:

- To avoid similar mistakes, ensure that every part of your email copy is necessary and contributes to the overall goal.
- Practice writing concise, engaging stories that hook the reader quickly and maintain their interest.

Reader's Experience

Emotional Impact:

- The email is designed to inspire and motivate readers by showing them a path to success similar to Howard Schultz's.
- The reader might feel a mix of excitement and curiosity about how they could apply these lessons to their own life.

Internal Dialogue:

- "If Schultz can do it, why can't I?"
- "What steps can I take to achieve similar success?"
- "I need to download this e-book and find out more."

Strengths and Weaknesses

Strengths:

- Strong narrative that leverages a well-known success story.
- Clear and persuasive call-to-action.
- Emotional appeal to readers' desires to change their lives.

Weaknesses:

- Lengthy narrative might lose some readers.
- Subject line could be more compelling to increase open rates.

Recommendations

1. Improve Subject Line:
 - Make it more intriguing and directly related to the reader's pain or desire. For example, "How Schultz's Secret Can Help You Quit Your Job Today."
2. Condense the Story:
 - Focus on the key moments of Schultz's journey that directly relate to taking bold steps and achieving success, reducing the length slightly.
3. Increase Emotional Appeal:
 - Use more vivid, emotional language to describe the fears and desires of the readers, making the narrative even more compelling.
4. Add Testimonials:
 - Including a brief testimonial or quote from someone who benefited from the e-book could add social proof and increase credibility.

By implementing these improvements, the email can become more engaging, persuasive, and effective in achieving its objective of driving readers to download the e-book and consider quitting their jobs for better opportunities.

Subject Line: Thinking about Quitting Your Job? Take a Cue from the Starbucks Guy!

Hey %FirstName%,

Ever daydream about quitting your job? You're definitely not alone. Let me share a fascinating story about Howard Schultz.

Howard Schultz, the mastermind behind Starbucks, started out as a manager at a small coffee shop. One trip to Italy gave him a brilliant idea:

What if coffee shops could be magical, cozy havens where people felt at home, cherished every moment, and made genuine connections with each other?

Imagine a place filled with warmth, laughter, and the comforting aroma of coffee, where every visit feels like a hug for your soul.

But his bosses weren't on board.

So, Schultz took a bold step. He quit, opened his own coffee bars, and eventually bought Starbucks.

Today, Starbucks is a global phenomenon, and Schultz is a billionaire!

What We Can Learn:

- Believe in Your Dream: Schultz's vision made Starbucks a global icon.
- Take Risks: He bought Starbucks despite the uncertainties.
- Persevere: Schultz didn't give up, even when the going got tough.

Inspired by Schultz, I took the plunge and quit my job too.

Now, I'm my own boss and loving every minute!

I've detailed my journey in a free e-book, available for a limited time.

Ever wondered how you can leave your job and pursue your dreams?
[Grab Your Free E-book Now]

Don't let fear hold you back and turn your dreams into reality.

Cheers,
[Your Name]

SL: Quit your job with Schultz method

According to the 2024 labor force analysis by the U.S. Chamber of Commerce, approximately 46% of workers in the United States are considering quitting their jobs in the near future.

It's normal for you to be one of them.

But another truth is most of them can't quit their jobs. They are just trying to quit but can't.

Their fear prevents them from taking action. Fear of family, social pressure, and fear of being disgraced keep them at their jobs.

Let's talk about how Howard Schultz quit his job and followed his dreams. He left his position at a coffee shop and founded Starbucks, which has since become the world's largest coffee chain, amassing him a fortune of 2.9 billion dollars.

In the early 1980s, Schultz met Gerry Baldwin and Gordon Bowker, who were operating Starbucks, a Seattle-based coffee shop. At that time, Starbucks primarily sold coffee beans, coffee machines, and other coffee supplies.

Schultz joined Starbucks in 1981 as a business development manager. Two years later, he visited Italy, where he observed the espresso bar culture. This experience shaped his vision of transforming Starbucks from a store that only sold coffee ingredients into a place where customers could sit and drink coffee.

However, Schultz's vision was not shared by Starbucks executives, who wanted to continue selling only coffee ingredients. Consequently, Schultz decided to start his own business to realize this vision and opened his first espresso bars under the name "Il Giornale" in 1985.

Schultz's espresso bars were quite successful, and in 1987, he raised enough capital to buy Starbucks, acquiring the company. Schultz then expanded Starbucks in line with his vision, turning it into an international coffee chain. Today, Starbucks is a giant brand with thousands of branches around the world.

Schultz's story teaches us three lessons:

1. **Stand Behind Your Vision:** Schultz remained true to his vision and transformed Starbucks from a coffee supply store into a place where customers could sit and drink coffee. To realize our dreams, we must stand behind our vision and move forward with determination.
2. **Don't Be Afraid to Take Risks:** Schultz took a significant risk in buying Starbucks to start his own business. Realizing our dreams often involves uncertainty and risks, but taking these risks is crucial on the road to success.
3. **Work with Determination:** Schultz worked with determination to achieve his goals and succeeded. To achieve the life we dream of, we must be patient and persevere without giving up when we face difficulties.

This was the story that encouraged me to quit my job and start my own business.

I analyzed many businessmen like Schultz, learned from their stories, and applied what I learned.

The result?

I quit my job and started my own business. I now make more money than I could have ever imagined back then, and I am not a slave to any boss.

I wrote an e-book about my experience for serious people who want to achieve the same success.

Click on the link to access the book while it is still completely free.