

What are we leading to? -- Application

Scarcity? -- Can only work with 3-4 more leader's (as of now xx are filling it out daily)

Fulfillment email then SOAP sequence

1. Ways to generate money from home
2. Story of high drama - epiphany tease
3. Epiphany reveal (MLM is the best) OR (you need a mentor)
4. Hidden benefits + threaten -- running out of time
5. Take it away without action now -- probably out of time.

Keep the list warm! Send an email 1X a week every week.

1. Tell them a great deal is coming -- Open a loop and get excited about email #2. Make them "work for it" (click on email #2) -- the whole point is to announce the offer. Not promote it yet, just announce.... Then promote.... Then lock in. - In the PS promote the webinar.

2. Start with a story right in the exciting part to suck them in. Open another loop, and give them the great deal mentioned in email 1. Close loop one, but hold back an "epiphany" of the story we started for email 3 (open loop 2, to give reason to open email #3)

3. Talk about the epiphany. Use testimonials if possible.

4. Threaten to take it away and share 1 more hidden benefit.

5. Take it away if they don't act NOW.

**Email 1:**

**[MTM Day 1 of 5] - Being A Millionaire IS NOT For Everyone...**

Hey {FNAME},

Steve Swartz here and I want to officially welcome you to my world.

Before we talk about how you can become a home based business millionaire,

I want to remove the fog surrounding home based businesses.

Being a home based business millionaire is HARD WORK.

And it's not for everyone.

Not everyone is cut out for the Army,

And not everyone is cut out to make it in this field.

In a world full of endless guru's, "free" webinars and questionable ethics, it can be tough to figure out what's real and what's not.

I want you to know the truth.

There is no sliding uphill.

There is no magic cookie.

And there is no "secret" website that will make you millions overnight.

Getting rich quick (and staying rich) is a myth.

Getting rich slow is a reality.

Which is better than get rich never.

In fact, it took me 3 years to go from an Army Captain turned corporate employee to making 6 figures from home.

But you know what?

That was back in 2003...

And it's never been less than \$5k / week since.

Now my guess is, if you've made it this far...

You have a burning desire inside of you,

You have a picture in your mind of what you want,

And WHY you want it.

And someone like that can accomplish anything.

See my goal is to provide you with more value and instruction for free than what others charge thousands for.

So tomorrow I'm going to do just that...

Tomorrow I'm going to send you the secret to making a legitimate amount of money from home while you're still working a job.

We'll go over the 4 methods to make enough money from home to set you free.

Not a couple bucks here and there...

Own your life type money.

I want to WOW you with so much value that you feel compelled to partner with me in the future. Just kidding...

sorta ;)

Sound good?

Great, then look for that email tomorrow.

Thanks,

Steve

P.S. - The subject line for tomorrow's email is **[MTM Day 2 of 5] - The Day I Broke My Vows...**

**Email 2**

## **[MTM Day 2 of 5] - The Day I Broke My Vows...**

How did I ever end up like this?

We were expecting our first child in just a few months...

And here I am, breaking my vows.

My vows to never work for someone else that is...

Working in the corporate world.

I am a former U.S. Army Captain who got out in August of 2000.

It was an honor serving but getting out I felt confused and honestly...

I didn't know what to do,

Or where to go...

Naturally I dabbled in lots of things,

From investing in real estate,

To spending \$3500 starting a gift basket business,

To even owning 10 vending machines...

I was trying to avoid Corporate America at all costs.

But just like most people....

I ended up right there.

In Corporate America.

I was 30 at that point,

My wife and I were expecting, my parents we're wondering what the heck I was doing...

And honestly...

Everyone around me was getting a job and I needed to support my new family.

But as expected. I COULDN'T STAND the corporate world.

I really just wanted to OWN MY LIFE and make a good living.

Sound familiar?

So I answered an ad about how to create residual income.

I didn't know if it would work but I had to figure it out... my job was destroying my soul.

So I did.

I did answer that ad,

And I did figure it out...

Matter of fact since 2003 I've averaged over \$5000+ per week from home without ever requiring a job.

It's now 2017 and as you can imagine, we've been blessed to make a lot more...

And the best part is...

YOU can too.

You can't teach something you've never done. Which is why I hate hearing theory.

But, the bottom line is I have done it, I am doing it.

And I want to teach you how to do it.

The question is...

Are you willing to WORK HARD to become financially free and own your life?

Or are you looking for a hand out?

My guess is if you've made it this far, you want to make your own way.

And you're not looking for anything to be given to you.

You just need to know where to put your effort.

That being the case, look for my email tomorrow. I'm going to share with you the epiphany I had that allowed me to create this kind of wealth and lifestyle in such a short period of time.

Tomorrow's email could be the catalyst to bulletproofing YOU from a life filled with unfulfilled dreams, financial desperation and boredom.

Be on the lookout for it, the subject is **[MTM Day 3 of 5] - From VCR To Freedom...**

Talk soon,

Steve

P.S. - I almost forgot, I promised you yesterday I'd reveal 4 of the best ways to build a legitimate home based income. [You can check that out here.](#)

<http://militarytomillions.com/the-secret-of-making-more-money-while-you-still-have-a-job/>

Each of these methods is extremely valuable, I personally utilize all of them. I'm excited to see what they can do for you!

**Email 3:**

**[MTM Day 3 of 5] - My Secret To Freedom...**

I had all but given up on the idea of freedom.

\$3500 on a gift basket franchise...

\$5000 on vending machines...

And hundreds of thousands of dollars in real estate investments which barely made anything after expenses.

I honestly didn't know what to do.

I was violently chasing this idea...

This dream...

Of freedom.

And I couldn't catch it.

It was one of the most confusing times in my life.

But, as fate would have it, I came across a book about creating multiple streams of income on the way home one night...

It had been years since my real estate days and my belief in personal freedom was dim.

But I picked up that book and read it,

And joined the network marketing business the book promoted.

That one single decision, changed my life forever.

**Within three years, I quadrupled my corporate salary,**

Had a 6 figure ++ residual income.

And never worked a job again.

So, after all that...

What changed?

What held me back for so many years, only to break through so quickly?

Well, I found out... That I couldn't do it on my own.

I needed a mentor and a vehicle that could actually work.

Up to that point I was trying, trying really hard.

**But I was shooting blind, I had never been down this road before.**

And I had no personal access to anyone who had been down that road.

But in a stroke of luck, fate or what have you. I got a mentor. I got hooked up with someone who knew how to make FREEDOM a reality in his life.

And he was willing to teach me how to do it in mine.

Now am I saying that Network Marketing is the ONLY way on planet earth to create freedom?

No.

But in my experience, IT IS the best way on the planet to create ongoing income with little to no liability.

And it has created more millionaires than nearly ANY OTHER industry in the history of the world.

Ever since that discovery, I've spent the last 15 years helping TENS OF THOUSANDS of people make as much money as they wanted and live a life of passion.

**So my question to you is...**

Would you like to know how to do that?

Would you like to know how to stop chasing money, stop waiting for your next break and stop... hoping...

Once and for all?

If so, it's time to study the 7 step blueprint I created where you can learn EXACTLY how to do that,

Without needing to figure all this out on your own.

**You can have a strategy.**

Not a pipe dream.

You can check it out here: → <http://militarytomillions.com/7-step-blueprint>

And best of all, for the next 3 days, I'll be giving you the same chance that I got years ago.

The opportunity to be mentored by someone who's been down the path.

If you've made it this far, my guess is you're willing to work hard and get the job done.

You just need to know what to do and how to do it.

And if that's you, I'll show you.

There's no high priced coaching program, no "free" webinars, and no fake promises.

Just an opportunity for those that qualify.

Which means you can get PERSONALIZED help in the exact industry I built my wealth in.

The catch is:

Obviously I make a small percentage of what you produce. That's my motivation to help you. (Aside from just flat out enjoying it.)

Secondly, I can only accept 4 new students right now. That's not a gimmick, that's reality.

So go check it out now, and fill out the form when you're ready.

<http://militarytomillions.com/7-step-blueprint>

Thanks,

Steve.

P.S. - Tomorrow I'm going to show you a few of the "hidden" benefits network marketing will give you, that you probably didn't even know existed! So look for that email tomorrow.

#### **Email 4:**

#### **[MTM Day 4 of 5] - The Hidden Benefits...**

When I first discovered network marketing I was honestly a little nervous to mentor anyone.

I just knew that what I showed people worked and I wanted to share it.

But what really caught me off guard was that showing people how to get what they want in their life, actually improved the quality of MY OWN life.

Sure I started to make a lot of money, but what was really cool was each person I helped opened up new doors for me...

Since starting my network marketing business I've been able to travel around the world with them, experience different cultures, live anywhere I want and meet some really AMAZING people.

Best part is, there's no job to go back to when I come home.

But the REAL hidden benefit is the fulfillment I get when I see someone change their life.

Seeing someone change the course of their entire family's future and playing a small role in that...

**Has become completely addicting.**

I don't have the words to describe how fulfilling it is to truly help someone reach their goals.

And that's what this is about for me.

Helping people.

And my guess is, if you're here, it's probably the same thing for you. Am I right?

If so, you NEED to go study the 7 step blueprint and apply to work with me.

I haven't personally taken on any students in over a year and will only be taking on FOUR right now.

But until tomorrow you can study the blueprint and rest assured your application will be considered.

After that though, if people continue taking advantage of it like they are, this isn't something I will be doing again anytime soon.

There's only so much time in a day, and I can't help unlimited people.

And if we have a conversation and you don't like it for any reason, no worries and no hard feelings.

I'd love to stay in touch and know how things progress for you.

Does that sound fair?

Great, then go study the blueprint, leave an application, and I'll see you on the inside.

<http://militarytomillions.com/7-step-blueprint>

Thanks

Steve

**Email 5:**  
**[MTM Day 5 of 5] - Last Call...**

I've been talking a lot about the 7 step blueprint this week and how you can access it and apply to work with me for free...

Well, that offer is going away TODAY...

Yes, if you read this email tomorrow, then I'm sorry but it will be too late.

And you'll have to wait AT LEAST another 6 months before I open it up again.

But if you want to take me up on this limited time offer, and change your life forever, go here to study the blueprint and apply to work with me: <http://militarytomillions.com/7-step-blueprint>

There's no cost to you, just an opportunity for qualified individuals.

Why would I do this at no cost?

Simple, I make a small percentage of what you produce. That's my motivation to help you. (Aside from just flat out enjoying it.)

Best part is, I don't make anything until AFTER you get results.

It's like going to a movie and only paying for it IF you liked it.

Or going to a mechanic and only paying for it IF they actually fixed it...

So unless you're 100% positive that this WILL NOT benefit you at all...

Then you have absolutely no risk in giving this a try.

Now, you've been warned. I don't want any emails tomorrow saying I didn't warn you. :)

Today is THE LAST DAY.

[So go fill out an app. and I'll talk to you soon.](#)

Thanks,

Steve