

EMAIL SEQUENCE

- 1 Welcome Email
- 1 DIC email
- 1 PAS email
- 1 HSO email

Welcome Sequence

Email #1(Welcoming them to the newsletter and offering the eBook)

Subject Line: You are now one step ahead of now...

Preview Text: Download your free eBook!

Hi, <name>!

*As I promised, here is your free eBook of my confessions on how I flipped my situation and became a **self-made millionaire**.*

In this eBook, you will also find EXCLUSIVE information about how businesses work.

After carefully reading it, one of your eyes will open

It will open wide enough, to see further than any of your coworkers, even further than your boss,

And you will realize that your job is the only thing that holds you back from achieving your dream lifestyle.

But remember...

In the Kingdom of blind men, the one eyed is the King.

[Click here to get your eBook and unlock the secrets for success.](#)

PS: After you finish reading it, come back tomorrow to your inbox for new valuable information (and a story about how I almost became homeless because of my ex-boss)

DavidGM.

Email #2 (H-S-O Email)

Subject Line: The moment I lost everything...

Preview Text: The story that made me what I am today.

After four hard years of college, I finally graduated and got my business management diploma.

I found a GREAT job, managing an insurance business in my area.

The salary was huge, I had a big office with a comfy couch, and I was really CRUSHING it.

Two years in, I finally sold my old car and bought a brand NEW Mercedes-Benz right from the showroom!

Everyone, from my closest friends, to all my former college colleagues...

They were ALL JEALOUS! I was able to see it in their eyes.

But then, ... EVERYTHING fell apart.

I got a call from my boss, saying that I got fired.

I desperately asked WHAT? WHY??

****Beep Beep Beep****

He hung up the phone.

I was desperate to find another job quickly, but even with my diploma, nobody hired me...

I ended up working at a McDonald's to pay off my bills, and had to sell my car to pay off only a small part of the debt.

Everything was getting worse and worse... I WAS PISSED!

I had only TWO options...

Either work my ass off at McDonald's, until I find another job like I had before, and risk losing it again...

OR

I start my own business and don't have to worry about getting fired EVER again.

Thankfully I have managed to regain my mental strength, and build a GREAT business from scratch, using a set of ten SECRET important Mental and Financial principles that I even apply 'till this day.

[Click here to find out about The SECRET 10 Principles of Mental and Financial Success!](#)

DavidGM.

Email #3 (P-A-S Email)

Subject Line: How to actually become FREE.

When the clock rings at 7:00, from Monday to Friday, what do you actually feel?

Do you feel happiness, and fulfillment that you wake up, and you are ready to travel across the other part of the country,

Cruising in your dream car, with your dream girl.

Or do you wake up to go to that job again, and work your ass off to be able to pay the rent and the bills,

While others afford cars more expensive than you will make in 10 YEARS!

And you know it's unfair, you work harder, but still you get LESS!

Here's a hint...

STOP working 40 hours a week for someone else's dream,

And start dragging your own dream to reality.

If you're tired of working hard to get someone else's pockets bigger,

[Then click here to find out how you can ACTUALLY become FREE.](#)

Email #4 (The Product Selling D-I-C Email)

Subject Line: Have you chosen the right path yet?

Preview Text: Are you willing to do what is right?

I am glad that you are, slowly but surely, getting into the entrepreneurship space.

This space is available for everyone,

But ONLY those that will put in the effort will taste the results of success and fulfillment.

This is a path for only the brave hard working men,

The man who depends on nobody, but himself.

This path is built for people who love ACTION.

But this can be your advantage.

That one step that puts you ahead of 99% of people.

And you may wonder why?

Because most people are LAZY!

If you are not part of the lazy category,

[Then click here to follow the right path.](#)

DavidGM.

Avatar

Name and Age

The Avatar is a 25 year old John, he has a job at an office company. His qualities are his young age and he's determined to do better and start a side hustle.

Background and mini life story

He is working at a 9-5 office engineering job, he graduated a college

Day in the life

John works 5 days a week at his work, sometimes he does some supplementary hours, and he is simply not satisfied with his job and aspires for something better.