

Target Avatar: 35-year-old named Emily

Current state: Emily is living her everyday normal life. Living paycheck to paycheck, wasting her time on things that are not important to them (dopamine) and she has always heard the common phrase, “save your money,” but the truth is, she spends that money that she saves

Dream state: Emily always thinks of her financial independent life, where she doesn't have to worry about her finances. She is traveling to places that she always wanted to visit, and spending her most important asset (time) with her family. She will start to respect herself like a high-value person who knows what they are doing in life, compared to people who are just living the same day over and over. Status will go up, will look rich and wealthy.

Roadblocks: Does Not have any financial knowledge of how money works, does not have the confidence that a financial course would work, does not have enough money, since they are wasting money on liabilities. Her spending habits keep up with him when she goes to the store, as well as maxing out her credit cards, always paying the minimum, interest rates tack on her balance

Solution: having financial knowledge, understanding their current situation, and keeping track of what they use their money on (expenses)

This is a financial course for women only

Welcome Email Sequence #1

After they went through the landing page(opt In)

SI: You're in the Challenge details inside

Hello (NAME)

You're IN for the **"Master Your Money Mindset and Manifest More in 5 Days"** Challenge!

Let me break down how this challenge is going to go.

Starting tomorrow, I'll be sending you an email EVERY day for 5 days.

The email will contain important Value on how to start changing the way you see money and your mindset

The daily email will include your daily challenge video and your daily challenge workbook.

10 Minutes every day, dedicating your time to improve your financial game, will help you understand the money game

On Day 1, you'll learn how to **Become Aware of What You're Thinking**

It first starts with your Mindset

Your Mind is the most powerful asset you have control of

So take advantage of it

By knowing and becoming aware of how you use your money

The self belief shapes the person who you are in life

So let's get ready to conquer the financial game

See you tomorrow!

Best,
Raya

P.S.

If you're not already a member of the City Girl Savings Facebook Group, [join now!](#)

Email 2

SL:DAY 1: Your thoughts are where it begins...

Welcome to Day 1,(NAME)!

Starting today and for the next 5 days, I'll be helping you acknowledge and change your money mindset, and put yourself in a position to manifest and eventually get the things You desire the most

To begin our challenge, we must first become aware of our thoughts.

What we think plays a huge role in how we act, and ultimately, the results we achieve.

You can start believing for a solution to a problem, just by the way you question these problems to yourself

Answer is simple

Here's your Day 1 assignment:

1. Watch the [Day 1 video](#)
2. Download and print the [Day 1 Workbook](#)
3. Complete the prompts in your Day 1 Workbook
4. Reply to this email with your takeaways.

See you tomorrow!

Best,
Raya

Email 3

SI:[DAY 2] Money Mindset and Manifestation Challenge

Welcome to Day 2,(NAME)!

After completing yesterday's challenge tasks, you should now be aware of your thoughts.

Awareness is the first step!

But, once we recognize our thoughts, it's time to start changing them for the better.

Here's your Day 2 assignment:

1. Watch the [Day 2 video](#)
2. Download and print the [Day 2 Workbook](#)
3. Complete the prompts in your Day 2 Workbook
4. Reply to this email with your takeaways.

See you tomorrow!

Best,
Raya

Email 4

SL: [DAY 3] Money Mindset and Manifestation Challenge

Welcome to Day 3,(NAME)!

By now, you are aware of your thoughts and you have the tools you need to change them!

Positive thoughts breed positive results.

While the focus should always stay on having a positive mindset, it's now time to set your financial intentions.

When we set intentions, we put out into the universe what we want to happen - then, amazing things take place!

Here's your Day 3 assignment:

1. Watch the [Day 3 video](#)
2. Download and print the [Day 3 Workbook](#)
3. Complete the prompts in your Day 3 Workbook.
4. Reply to this email with your takeaways.

See you tomorrow!

Best,
Raya

Email 5

SL: [DAY 4] Money Mindset and Manifestation Challenge

Welcome to Day 4,(NAME)!

How good does it feel to have your financial intentions set?!

They're out there...floating in the universe!

It's time to manifest!

One of the key ingredients for manifestation is understanding the value you bring to the table.

I'm not just talking about at work, but in life...everything you do.

Knowing you're valuable and having that confidence is what will help you manifest more.

Here's your Day 4 assignment:

1. Watch the [Day 4 video](#)
2. Download and print the [Day 4 Workbook](#)
3. Complete the prompts in your Day 4 Workbook
4. Reply to this email with your takeaways.

Email 7

SL: Doors to Money Management Mastery are open 💰

I'm so excited,(NAME)!

Money Management Mastery is open for enrollment!

This is my [step-by-step] program designed to help you learn everything you NEED to know to master the money you make.

We'll be covering things like understanding your money mindset, getting clear on where your money is currently going, creating a realistic budget and tracking your spending daily, setting financial goals, putting routines in place for long-term success, and more!

Basically, everything you need to know to master managing your money! I focus on the most important aspects of money management, so you don't have to wonder what you should or shouldn't be doing!

Students get members-only access to the program which features new modules each week. Modules include specific lesson training videos, worksheets and trackers, and homework items.

Students of the program also get 8 LIVE weekly group coaching calls with ME (via Zoom) and access to a students-only Facebook Group.

I have a feeling you're right for Money Management Mastery because, well... you're reading this!

But, to make sure you ARE a fit, how would you answer the following questions?

Are you itching to be debt-free or have a savings that sticks or create a realistic budget, and feel like you're finally making progress with your money?

Do you need to get a real money management system in place that's both simple and sustainable, so that when you finally crush those life goals you can do it in a more efficient, effective, and FUN way?

Could you use training and guidance from a legit expert who has been where you are, knows her stuff and is passionate about helping working women, like YOU, master their money?

YES. YES. And YES?

Wuhhooo! I'm so happy to hear it and I'm 100% ready to help you with all three of those things and much, much more!

Introducing, Money Management Mastery for Working Women!

My proven step by step process for successfully managing the money you make so you can pay off debt, build your savings and achieve that dream life you deserve.

YES. Doors are officially OPEN! And you have until 9/1 at 11:59pm CT to get in, so [click here](#) to save your spot in the program.

(NAME), I'm serious about helping YOU reach the financial goals that matter most to you AND do it in a way that's simple, effective, and affordable.

[>> Check out ALL the Money Management Mastery \(and bonus\) details. <<](#)

I think I just heard your bank account say, "what are you waiting for?!!"

See you on the inside!

Best,
Raya

Email 8

SL: [DAY 5] Money Mindset and Manifestation Challenge

We've made it to Day 5,(NAME)!

The final day of the challenge is here!

I hope that by this point you're feeling more enlightened, motivated and excited for what's to come in your financial journey!

Our final step is to put ourselves in a position for more money to make its way to us.

To do this, you must seek out more.

Before that thought frightens you (and by now you can recognize how your thoughts make you feel), just know that you can seek out more in ways that work best for you!

Here's your Day 5 assignment:

1. Watch the [Day 5 video](#)
2. Download and print the [Day 5 Workbook](#)
3. Complete the prompts in your Day 5 Workbook
4. Reply to this email with your takeaways.

Email 4

SL:You're invited...and change is coming ✨

Hey there,(NAME)...

I'm going to be harsh with you, just for a second...

Are you unhappy with your current situation (finances, career, relationship, health, etc.)?

Is your money (or lack thereof) making you nervous, stressed, hopeless, [insert any negative emotion here]?

Do you find yourself constantly complaining and surrounded by negativity?

Now comes the harsh part...What are you doing about it?!

What are you waiting for to change?!

I'm sorry, but there is no prince charming, no lottery ticket, no magical mentor who is going to come into your life and change things for you.

YOU have to be your own prince charming. YOU have to be your own lottery ticket. YOU have to be your own magical mentor.

YOU are what is needed to change YOUR situation. No outside factor can do that. Sure...there are outside things that can help, but to seek and implement those things, YOU have to take action.

Now that I've gotten that off my chest, I'm inviting YOU to take action,(NAME)!

And once you do, change is on the other side of it.

I'm inviting you to attend one (of three) [FREE masterclass sessions](#) on leveling up your money mindset and getting the results that come from it!

If you've been saying you're ready to make real change with your money, you don't want to miss this class.

In fact, if ANY of these scenarios applies to your situation,(NAME), you don't want to miss this free training:

You never have enough. You're living paycheck to paycheck, impatiently waiting for more money to hit your bank account...

You're spending money on impulse, emotion or for fear of missing out (FOMO)...

You're accruing debt...even if you're not always using your credit cards, the minimum payments aren't making a dent because of interest...

You're not saving like you want to...if you do put money in your savings account, you're pulling it right back out.

Life doesn't have to be that way! Your money doesn't have to be that way!

You're a smart, capable individual.

And, you deserve to manage your money so well that you get everything you want out of life and more.

Are you ready to learn and do what it takes to shift your money mindset and FINALLY see results?

In my new masterclass "3 Hacks to Level Up Your Money Mindset", I'm sharing what it takes to successfully control your money. Control your money, and you have so much more control over your life.

The first (of three) sessions happens soon, and trust me, you don't want to miss this free, live event!

[Click here to save your spot!](#)

Best,
Raya

P.S. If change makes you uncomfortable, make sure you check out today's City Girl Savings podcast episode: [How to Get Comfortable with Being Uncomfortable!](#)