

Disrupt
Intrigue
Click

SL: End the 12+ hours/day hustle.

Hey Name, do you ever get overwhelmed when you constantly have to work long hours?

Like working 14 hours a day, just to keep your business running?

And having to cut out all friends, hobbies, and personal time?

Well, there's one special trick every successful entrepreneur uses to finish many times faster.

Something that allows you to wake up excited at 8, and finish all your work by *noon*.

Something every cash stacking entrepreneur does daily.

An action that takes 5-10 minutes a day *max*.

If you're ready to save yourself hundreds of hours a month..

And stop sacrificing everything else to work..

[Click here to view the trick every successful entrepreneur uses daily to finish 12+ hours of work in just a few hours.](#)

Personal notes:

- Sound more human. (This one better than last, but could be better.)
 - Sound less salesy.
 - Shorter sentences.
- Make pain worse, and desire better. (For some reason, I feel like I softened both of them. Instead of saying something like "Sick and tired", I just said "do you ever get overwhelmed." And probably go deeper into pain and desire. I tried to keep this short, but next time I'll probably go just mostly either pain or desire, and stack.)

Biggest things I personally feel like I can improve on:

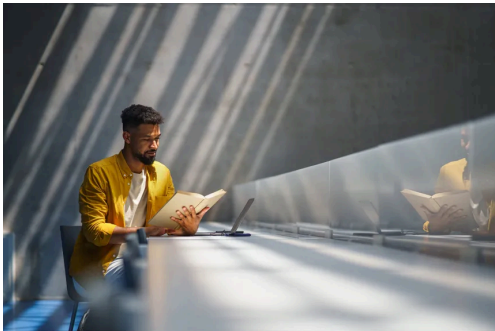
- Talk more human. Something you'd say to them in person.
- Write shorter, not long sentences every time.

Product?

A book and information about the perfect millionaire morning routine.

What am I talking to?

Jordan, 30 year old white guy, who is for the most part striving to have a better life. He is getting medium results currently. He has a chill, marketing attitude, and enjoys progressing in life.



Where are they now?

He's struggling with being productive, and happy. Yes, he does the work he needs to, but he feels unhappy doing it because he spends pretty much all his time (like 12 hours) stressings and working, has no time to do anything he likes doing, and at the end of the day still feels guilty and like he hasn't accomplished much.

Where do I want them to go?

I want him to click the link to find out the secret that allowed me, and tons of other well known millionaires to finish their work before lunch, and get more work done in that time then they previously did with like 14 hours of stress and work.

Where are they on my funnel?

They just signed up for my newsletter, and got a free gift. Now, this is a few days later, and this is in their email.

What are their biggest pain/desire buttons?

Desires:

- Be more productive, and spend way less time working, and get way more of a result.
- Be actually happy with their life, and have time to do stuff they enjoy. Not just sit like an unproductive zombie working all day long, cutting off friend invites, and dinners.

Pains:

- Putting in tens of hours a day, and working weekends cause they have no choice.
- Feeling unhappy, anxious and unproductive, and like he got no progress at the end of the day.

Where do the emotions fit in the pyramid, and how can I them higher?

Being productive, and getting more done in life connects to mainly Self-Actualization. I can also show him how it ties to love and belonging, since he'll have more time to spend doing things he enjoys, and esteem, because he actually has freedom.



What is the value equation, and how can I make it better?

Dream outcome (Good) X Likelihood of success (I can tell how others are doing to higher)

Effort and sacrifice (Show how it's easier than current) X Time delay (Tell them how it's fast)

What are they thinking and feeling?

Scrolling through their emails.

What objections might they have?

They may not believe it'll work for them, or not believe you.

Fix that? Tell them others like have done it (social proof) and say who I am.

What are the steps I need to take them through to get there?

- 1 - Grab attention and build curiosity. (headline)
- 2 - Touch on their pain.
- 3 - Talk about desire. (and intrigue them)
- 4 - Leverage commitment (of being an entrepreneur) and 2 way close.

BROKEN DOWN STEPS:

1 - Grab their attention and build curiosity.

- Must be something they care about.
- Reference more information.
- (Maybe) be a leader.
- Leverage 'the group that knows'

2 - Touch on their pain.

- Use sensory language to describe what their feeling (make it bad)

2.5 - Amplify

- Talk about result of working so much (losing friends)
- And still there isn't much progress. (visual and specific.)
- Hint at desire.

3 - Talk about desire.

- Use visual language, and a story to talk about their desire
- Tell them how that's how big millionaires focus
- Tell them it allows you to work until noon
- Build curiosity by saying what it's NOT.
- Make info more specific
- Make it more specific
- Reduce time
- Use notes

4 - Leverage commitment and 2 way close

- Tell them if your tired of pain, and you want to be like the true millionaires like you and thousands of others and entrepreneur, and you want to do the wise entrepreneur decision.