

**100 Squat:** <https://vimeo.com/901488076?share=copy>

## **Winners Writing Process**

### **1. Who am I talking to?**

Mostly men, aged around 20-50.(before retiring). They have a solid/low income but they can't get anywhere with their money. Whether it's from debt, not knowing how to manage money, having a bad habit when it comes to money, Stuck to their 9-5, can't build long term wealth to retire/payoff their debt.

### **2. Where are they now?**

They have subscribed to the newsletter. And they are most likely at home in the morning checking emails for work/any email notification or just scrolling in their email app to check for news discounts etc. At night after work and checking their email notification that catches their attention.

### **3. Where do I want them to go?**

Click the emails while they're scrolling on the email app/while they're checking their notification on their phone/desktop. And click the link on my emails and get to the sales page that the client has.

### **4. What does the reader need to experience to take that action?**

Curiosity/pain/relatable emotions or facts to keep wondering in curiosity and wanting to open the email.

Pain of staying the same with the job/situation they have, urgency of wasting their time, time is limited. and believing the product is the solution for their pain.

## **Roadblocks and Solution**

### **Roadblocks:**

- They don't have time to learn/ have enough information, tools, guidance to fix their finances. (paying off debt, retirement planning, controlling their finances as a whole)
- Don't have a plan/tools to track their financial goals and keep them accountable to their journey

### **Solution:**

- Information with a step by step action and guide to pay off debt, have a plan to retire, fixing their money habits and taking control of their finances
- Have the tools and planner to track their financial goals and keep them accountable and on track to their journey

## **My Best Personal Analysis**

- Subject line is not intriguing enough(they have to think what does this mean to me)
- No WIIFM in the very few lines?

## **EMAIL**

### **SL: 8 hours a day is $\frac{1}{3}$ of your life**

Most people spend hours and hours of their time on something they hate...

8 hours of 9-5, 8 hours of sleep, 4 hours of driving, getting ready, eating, chores. And another 4 hours just laying around because you're already tired from your work.

Here is the thing... If you hate your job you will be dissatisfied with  $\frac{1}{3}$  of your life. Another third of your life is spent sleeping.

And the last third is doing mandatory activities and recharging yourself to be prepared for your soulless job.

### **Do you see how LIMITED our time is?**

Are you just going to look forward to the weekend, hating on monday and all your time at work for a third of your life?

I'm sure you know there is more to life than working a job that doesn't pay much with debts haunting everytime you're about to make a big purchase.

And you know it doesn't come from your 9-5.

**Working towards something that will set you free is the work worth doing.**

And all you need to be free are **information, tools, plans, guidance, and action.**

Now, I've gathered ALL the information, tools, plans, and guidance you can use to get out of your soulless 9-5 job and retire early without worrying about money EVER again.

Which you can access within [Money Mastery](#) where I will show you:

- How to get a grip of your finances with proven method
- How to push away your soulless 9-5 step by step
- How to eliminate your debt that's killing your income every month
- How and where to invest the spare money you have to create long term wealth and retire

Money Mastery is the secret ingredient I used when I was stuck in my 9-5 with 40k in debt to get to 310k Net Worth and a plan to never work again in less than 4 years!

Now... I have given you the chance to get the secret ingredient and all you have to do is take the opportunity and get to action.

[Click here to start building your wealth and retire early.](#)

See you inside,  
<brand>

## EMAIL CORRECTED VERSION

### **SL: 8 hours a day is 1/3 of your life and you're wasting it**

Most people spend hours and hours of their time on something they hate...

8 hours of 9-5, 8 hours of sleep, 4 hours of driving, getting ready, eating, chores. And another 4 hours just laying around because you're already tired from your work.

Here is the thing... If you hate your job you will be dissatisfied with 1/3 of your life. Another third of your life is spent sleeping.

And the last third is doing mandatory activities and recharging yourself to be prepared for your soulless job.

**Now you have seen how LIMITED our time is.**

And you're still going to look forward to the weekend, hating on monday and all your time at work for a third of your life?

I'm sure you know there is more to life than working a job that doesn't pay much with debts haunting everytime you're about to make a big purchase.

And you know it doesn't come from your 9-5.

**Working towards something that will set you free is the work worth doing.**

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Which you can access within [Money Mastery](#) where I will show you:

- How to get a grip of your finances with proven method to have control over your money
- How to push away your soulless 9-5 and take control over your time and freedom
- How to eliminate your debt that's killing your income and start invest for you future in no time
- How and where to invest the spare money you have to create long term wealth and retire early

Money Mastery was the secret ingredient I used when I was stuck in my 9-5 with 40k in debt to get to 310k Net Worth and a plan to never work again in less than 4 years.

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