

short form copy practice

PAS email

subject line: WARNING! Do Not Let Your Boss Know That You Received This Email!

Look I get it, working a job repeatedly every day of your life.

having no time for your family,

no freedom to do the things in life that you enjoy

Heck, as a grown man you have someone else telling you when you can go to the bathroom!

You work tirelessly for hours and hours just to barely be able to provide for the family and yourself.

Friends and family see you as a FAILURE!

Is this really how you want to live out the rest of your life?

Is this really all you can see for yourself? Nothing more?

How many more days can you take seeing the disappointment in your wife's eyes?

The sounds of your kid's stomach rumbling, constantly wondering "where's dad?"

Is staring at a computer screen, in a lousy office really all you can see for your foreseeable future?

This email is ONLY for people who see more for themselves, people who want MORE!

If this sounds like you, then click here and escape the grasp of your boss.

PAS email 2

subject line: Is This Really What You Call Life?

STOP! look around for a second, think about your daily life. Can you really call this living life?

As soon as you wake up, the overwhelming pressure of stress crushes your head.

At 6am, you're dragging yourself around the house, getting ready like a mindless zombie.

spending years unhappy, stressed, burnt out

A grown man being told when he can go to the bathroom...

The problem isn't you, it's your JOB!

You must escape the rat race, you must become better, you must become THE MAN.

If it's not for yourself, then for the sake of your kids and your wife!

Prepare yourself to write the "i quit" message here!

You work for 9-10 hours, all your mental and physical energy burnt out.

You come home, wife nagging the bills haven't been paid, the kids have nothing to eat

A call from your boss demanding you to do even more hours.

Your parents are constantly reminding you that you are a FAILURE!

Is this really all there is to life?, as soon as you grow up you slave away for a company

having no freedom, no time for loved ones