

Mission- Practice Short Form Copy

Objective and 4 questions

Who am I writing to?

People who want to become rich, create wealth, fix their financial situation in their lives.

Where are they now? What are they thinking or feeling? Where are they inside the funnel?

They may be scrolling and come across this, which puts them into a state of disruption or gives them desire to take action and read into the ad. At this stage, they are in the lead funnel, as the intent of this is to gather email addresses as they sign up for instant access to a finance book.

What actions do I want them to take at the end of my copy? Where do I want them to go?

To click on the link and sign up for the free book. Feel a desire change their lives.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They must experience that it is being persuaded at them, for them to take action in their lives and achieve their desire/ dream state of becoming rich. They must feel the emotion of being intrigued, otherwise they will just scroll past or swipe out of the ad/email.

DIC short form

Disrupt in Yellow

Intrigue in Blue

Click in Green

Subject Line: The Disclosed Secrets the rich don't want you to know about!

When you become rich you are like no other

You find The hidden value in life, something many don't experience

Some may think its the the flashy cars, diamond watches, money, time or location freedom

It's Something else... which is found subconsciously along the journey.

Your life will drastically change when this is exposed.

Understanding that taking action will bring you closer than ever.

Click the link in my bio which will enter you into another universe.

PAS

Pain/desire is yellow

Amplify is blue

Solution is green

Subject line: You are BROKE!

The bank account shows close to zero, even working 9-5, 5 days a week

Bills flying in, costs going up and the paycheck stable as stone

Your jaw drops, as you see young kids on social media making your **years** salary

Now you are feeling like a monumental failure

Yet here is the catch

It takes **one** turn of the page to change, to get your act together, to take action

What makes others shine is they have already turned the page of life

Therefore surpassing you in every aspect

Do you want to become a winner or a loser? Your Time is running out.

Click here to turn to the page of life.

HSO

Hook is yellow

Story is blue

Offer is green

Subject line: The day my life changed for good

Having a large family, distributing money is not an easy task. Until I found a way.

I never thought i would see the day, constantly working my average job, thinking saving is the only way

Living paycheck to paycheck, counting the dollars trying to provide, it was really a struggle

For what was at stake, I could not catch a break. My boss let me go after 10 years of blood sweat and tears.

Sleepless nights, constant fights, it was something i thought i would never experience

Hard times.

Until I discovered the correct **solution**.

Finding a way to succeed, understanding a new chapter was amongst me

Life can change at the snap of your fingers...

I realized i cracked the code

I now sleep in peace

[Click here to figure out how I survived.](#)

