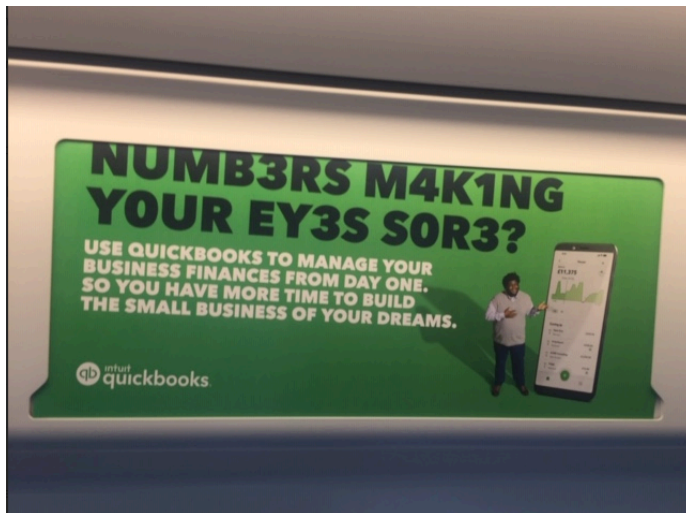




Who is my reader? What is the target audience?

30yo-mid 40s

business owner

just starting a business/ looking for ways to upgrade its backend

built a business in a market that they're interested in – maybe passionate.

AVATAR:

John is a 35-year-old married man. He has 1 kid. In his 20s he worked for a bigger firm in a niche that interested him. His parents didn't approve of his idea of starting a business because of responsibility to support his family. His friends were skeptical of the idea. He has big ambitions and wants to earn more to secure his family's future. He's confident in his abilities regarding the market he chose to pursue but has no previous experience running a business.

Where is my reader now? Where did they come from?

they do not know your business/ niche

they know of your niche but don't know about you

they aren't using your competitors' programs – they are using old-school methods, manual management

they know about your product but don't see a reason to use it

- they are probably in their house, on their computer/phone checking through emails or checking their notification about a new email, potentially procrastinating instead of studying
- they have only seen an ad

What do they need to hear in order for them to get them to do what I want them to do?

Understand what you have to offer

What they are missing out on

Why their chosen methods aren't going to suffice for them to scale their business
Money isn't an issue here – they are going to lose much more by not implementing your systems

The DIC framework

Subject line: How you're losing money in your future

I want to be honest with you...
Things aren't looking good for you right now
And you could be wondering
What do you mean by that? I don't think my business is in any kind of danger
You see... that's where you are wrong
It's really bad
And it will be worse
Potentially tens or hundreds of THOUSANDS of dollars
LOST
And not directly from your pocket,
But from your future self
All this hard work, dedication, passion
It's not fair that despite your efforts
Your pockets will bleed dry
And all because you chose to build your business on a framework that is simply...
Inefficient
You are losing both money and time
If you really want to secure your future
[Click here to make sure that your business is working like a well-oiled machine](#)

The HSO framework:

Subject line: Why do 90% of businesses fail after just one year?

Picture this:

John just started his dream business, and he is ready to take on any challenge that may come with it. John is confident in his ability to manage an operation of any scale, he pursued a market that has been his interest for a long time after all.

First clients, real revenue, and a skyrocketing brand – his plan works seamlessly. Yet, the thirst for growth intensifies. More locations, new hires, and colossal deals.

With more employees to manage, more money to take care of, more locations to oversee, and dozens of meetings every week, the pressure is rising and John has to sacrifice the rest of his free time, sleep, relationships, and other hobbies.

Doubts creep in, and the fear of failure is real. What if he fails? His family may look at him as a failure, and his friends might make fun of him that he thought he was someone special when he wasn't.

At that moment John realized that his passion, ambition, motivation, and good intentions weren't enough to succeed. His doom is inevitable. At least that's what he thought.

Now John is the owner of a multi-million dollar business that does not stop growing. He's got time for family, hobbies, and everyone looks up to him. In hindsight, John can't help but chuckle at how surprisingly straightforward his past challenges were to overcome.

[If you want to know how John turned his situation around and avoid the mistakes he made,
Click here](#)

The PAS framework

Subject line: Are you afraid you won't handle the pressure?

Managing a business is hard

There is no doubt about it

But you want to bring in more revenue

You want to grow your business

Yet, you're aware that it will come with more responsibility

You're wondering

"Can I handle such pressure?"

And sure maybe not this year

Or the next one

But at one moment

All you've built and worked hard to get

It might become too much for you

What then?

Will you become stuck in one place?

Or worse

You have no choice but to abandon your plans and leave with nothing

You can see for yourself when this time comes

[Or you can prevent this problem from ever happening by clicking here](#)