COPY NOT TESTED

SCROLL DOWN TO REACH THE COPY - It's below the 30 headlines

Winner's Writing Process

1. **Who am I talking to?**
    a. Market Research Template (TRW-Stylized) (1)
    b. Men
    c. 30-55
    d. CEO/Owner, Second in line, or C-level management of an American company that revs a minimum of $1M/year
2. **Where are they at now?**
    a. *On the landing page (they just Lcame from a LinkedIn ad)*
    b. *Awareness level 3:- Call out their problem then offer the solution*
    c. *Market sophistication 1: Make a direct claim*
    d. **Current state**
        i. The businessmen I am writing to are afraid of
            1. How the current state of America will affect **their** business.
            2. Whether it might suffer a big dip in revenue.
            3. They're afraid of what will happen during and after the US election.
            4. They are afraid of how the living costs in America are increasing, how inflation is rising, and how that will affect their business
                a. They might need to decrease their own salaries
                b. They might need to increase the salaries of their workers
                c. Employees might need to leave for their own sake
                d. They might need to lay people off to save costs
                    i. This will cause them to need training of new people which is very tiring and exhausting when they should be spending their time elsewhere. "On steering the ship"
3. **Dream state:**
4. Their business would be running very smoothly
    a. They have processes for everything, so he as the CEO doesn't need to manage it and can focus more on scaling.
    b. Profit margins are high
    c. "It's a well-oiled machine"
    d. They are prepared for the 2024 election, so they have the highest chance of going through the future unscathed.
5. Their business is consistently growing
6. Their shareholders are happy and are praising him for being such a good leader.
7. The business would be crushing goals every month.
8. They'd be signing big deals, and be featured in the newspaper.
9. **What do I want them to do?**
    a. Book a free consultation call.
10. **What do they need to experience/think/feel to do that?**
    a. Call out the Need or problem in the headline

b. Dramatize the need so vividly that the prospect realizes just how badly he needs the solution.
c. Present your product as the inevitable solution.
    i. Headline
    ii. Authority strip
    iii. Lead
    iv. Body copy
    v. Authority boost - we've already helped 100+ companies…
    vi. Why us
    vii. CTA for a consultation call

Roadblocks + solution/mechanism list

These people want to grow their business, right, but they're afraid of the upcoming election, and in general the whole current state of America and the economic and societal decline of it. So that's their roadblock. - They are afraid of what might happen and need to prepare.

The solution that they will eventually get is Back Office outsourcing. We will outsource their back office CHEAP to the philippines and Dominican Republic, so they'll have higher profit margins, the CEO can spend less time on managing low-level workers, and have proper systems in place, so he can focus on what really matters; scaling the company. Creating plans. And preparing for 2024. *When the lead gets on a call with one of our salesmen, they will make them understand that back office outsourcing is the best way to go about it. Because if they do that, their back office people won't be reliant on workers in the US. So let's say people would have to leave their job and stuff, they won't be affected by it because they're not Americans inside of America. See?*

So that's the approach. By the way, do you think the approach of getting them on a call, then telling them the solution will work? Because I have a lot of Ammo when it comes to previous clients and other really good benefits. Or should I explain to them the solution in the sales page. *The big reason why I'm also thinking about this approach is because I'll be running ads on this and don't want the sales page to be too long and complicated as Andrew said in the "RUN ADS MAKE MONEY" course to keep the landing page simple at first.*

Headlines:

1. How to prepare your business for the 2024 US election
2. How to prepare your business for America's upcoming turmoil
3. The best way to prepare your business for the upcoming chaos
4. The best way to prepare your business for the election and its after-effects
5. How to ensure your business keeps running no matter what happens with US politics.
6. What you NEED to ensure your business survives 2024

7. How to ensure your business prospers in 2024, regardless of domestic politics.
8. A CEO's duty is to prepare for the worst: How to ensure your business survives the US election year.
9. How to make your business thrive, regardless of what 2024 brings.
10. How we've helped 100+ US companies (some of them worth billions) prepare for the upcoming election.
11. Protect Your Business from Election Impact
12. Shield Your Business from Election Uncertainty
13. Election Ready: Expert Advice for Business Leaders
14. How to give your business the best chances of survival regardless of what happens politically
15. This is your best chance at business growth during
16. Your best chance at business growth during the latter part of 2024
17. Get the time, ability, and expertise to create a bulletproof business plan for the rest of 2024.
18. Protect Your Company from Economic Downfall – Starting Today
19. Turn Political Uncertainty into Business Stability
20. How to keep your business running, no matter what happens with our politics.
21. Your business' best shot at surviving the latter part of 2024
22. Do you not have the time to make a strategic plan for your company? We'll free up your time so you can prepare for the 2024 struggles.
23. Chaos brings opportunity: How to make your business thrive despite domestic uncertainty.
24. Your business' best shot at going through 2024 unscathed
25. The best shield your business from an economic downfall in 2024
26. We've helped BILLION DOLLAR companies prepare for the upcoming chaos in 2024, let us help you too.
27. How to make your business ANTI-FRAGILE from the US political uncertainties.
28. Give yourself the best shot at growing your company during these uncertain times.
29. Shield your business from the 2024 uncertainties.
30. If you don't read this urgent message, then you'll be the only one to blame at your business' post-mortem meeting.
31. Will you prepare now or when it's too late?
32. When will you prepare; Now, or when it's too late?
33. How to shield your business from coming uncertain times.

Here's your <u>best</u> shot at preparing your company for the 2024 election-

-So you can maintain consistent revenue and keep scaling, regardless of what happens with American politics and the economy.

Lead:

“This may be the most dangerous time the world has seen in decades” - Jamie Dimon. CEO of JPMorgan Chase & Co

For all businesses in America, dangerous times are coming…

The economy is going south, people are more divided than ever, living prices are through the roof, interest rates are going up, consumer spending is going down, and there’s a massive election right around the corner.

By taking this into account, chances are high that hundreds of American companies will fall from the chaos we’re about to see.

Billion and multi-million dollar companies included.

However, as in all chaos, some businesses always find a way to turn even the darkest, most uncertain times into gigantic opportunities.

So in the same way that million and billion-dollar companies will fall, new multi-million and billion-dollar companies will rise.

How? By having a leadership that’s smart enough to be prepared for the worst, BEFORE it happens.

In just a bit, you’re about to discover the first and most important step you should take to ensure your company keeps growing, regardless of what happens in US politics.

But before we go into that, you need to know what’s actually going on in America and how it affects your company.

[INSERT IMAGES OF STRUGGLING AMERICANS AND GRAPHS OF ECONOMY GOING DOWNWARDS]

Body:

“What’s **actually** going on, and what this means for your company.”

You already know that the current state of our country is bad, but do you know how bad it really is?

Because if you knew what I'm about to tell you right now, you'd be running around your office with your head about to explode, desperate to find a solution. *- Luckily we already have the best one, but let's dive in.*

Over the last 4 years,

Inflation has increased by **21.75%**,

US home prices have increased by **47.1%**,

The price of groceries has gone up by over **25%,**

And America has become so split that a large contingent of the population believes that we could be headed toward a civil war.

Now, how does this affect your company?

Well, sadly, there are multiple things:

Due to the rising Inflation, minimum wages are increasing quickly and will likely continue increasing to the point where you'll have to pay **even** your back-office employees over $20 an hour.

And as our country becomes more divided, living costs continue to increase, AND running your company becomes even more expensive…

Chances are high that unless you can keep up your employees' salaries, **they will leave**.

- Do you have the margins for that?
    - And if you don't, will your company be able to keep running if large amounts of your employees have to go? Perhaps if your whole back office leaves?

Because most American companies do not.

And those companies are the ones that'll be hit the hardest when push comes to shove later this year.

Those are the companies that will **fall**…

We and all of our friends' businesses used to be the same.

We were fragile.

Like a house that looked to be made of steel, but in actuality was no less fragile than a house of cards.

But, over the past couple of years, we've seen the trends.

We’ve seen the data, the analytics, the graphs…

And they were all heading in the same direction.

Downwards.

So, we decided to prepare.

Big images or new section to create spacing

Now, I’m not going to tell you exactly what we did to prepare YET, but just know that it worked like hell.

As a fact it worked so well that companies came to us, screaming at our doors and begging us to help them prepare, too.

And so we did.

Actually, we’re now at a point where we’ve helped 100+ American companies ensure they have the best odds at growing their business regardless of what happens in our country.

Some of those companies being worth billions of dollars.

Billion-dollar companies are preparing,

And so should you.

Because as a leader, it is your duty to prepare for the worst:

For the prices to increase even more, for **you** having to lay off your employees, or for your employees to leave **by themselves**.

Coming up to the chaos we’re about to see, your business should be as well-oiled of a machine as an F22 fighter jet.

You must have the correct processes and systems in place so that what keeps your business running at its core, will keep working,

Regardless of what happens with the economy, your employees, and all the events leading into the 2024 election and those after.

To ensure your company can withstand these challenges, you need to start preparing now.

And the best way to do so is by decreasing your costs, so you can have higher profit margins now that revenue is still fairly normal.

That way you'll have more money to spend when shit hits the fan and a higher threshold of decreased revenue that your business can run on.

You should also have training guides and process maps in place so that when your employees leave, your company will be back and running as fast as possible.

And ideally, **you** shouldn't even be the one training them.

You shouldn't have to worry about low-level business operations.

Your time, expertise, and intellect are worth more than that.

What you need is the time to strategize and plan to make the best decisions possible and steer your "ship" the right way through the storm.

And here's how you get that:

Close:

The reason why all these companies come to us is that we're the first step they need in preparing.

As a fact, we're not only their first step, but also their best shot.

For CEOs and C-level executives, we are the highest ROI investment you can possibly make.

If you want to know your first step and best shot at your business going through this chaos unscathed…

Make sure all the operations that keep your business running, will be as well oiled of a machine as an American fighter jet, with processes maps, systems, and training modules in place…

Most importantly, give YOU, as the leader of your company, the absolute best shot of leading your business unscathed through the stormy seas ahead,

Then do as over 100 other American companies already have, and apply for a FREE call with one of our agents below where you'll discover the first (and perhaps most critical) step you should do when preparing your business for the upcoming turmoil in 2024.

As I said earlier, companies with such strong leadership that they are worth billions have done this before.

Your consultation call is 100% free, and 100% safe with nothing to lose and endless to gain.

People rely on you: Your family, your employees, and your employees' family…

Be the strong leader that they and your company need.

Prepare, be on the safe side, and…

“Book my free call today”

Sources:
Inflation over past for years: https://www.nerdwallet.com/article/investing/inflation
Home prices:
https://nypost.com/2024/05/13/real-estate/us-home-prices-have-soared-47-since-2020/

https://www.conference-board.org/research/us-forecast

- Interest rates will increase which means loans for businesses will become more expensive.
- Running a business will become harder
- AND consumer spending will go down which means decreased profit for the companies.