Aloha JV Partner!

Cameron Roat here from the Offline Sharks crew. First, let me say that Tom, Nick, and I are so stoked to have you on board for this launch. So thank you from us and the rest of the team at *Shark HQ*!

Now to the reason you came:

Below you will find a launch sequence of email swipes that our "hired-gun" copywriter wrote for us. Feel free to adapt these to suit your brand, voice, and audience. **Also remember to add your signature and links (all signatures and links are highlighted so you can easily find them)**.

I'm here to support you however you need. If you have any questions at all, please reach out to me here: cameron@offlinesharks.com

One last important point:

We do NOT believe in relentlessly pounding and burning out your list. But we do know that you want to MAXIMIZE how much money you will make in our launch.

That's why we followed our proven & tested email launch sequence. And if you want to make maximum sales, commissions, and have a shot at winning one of our contests…

Then we HIGHLY recommend following this sequence as closely as you can.

Again, any questions hit me here: cameron@offlinesharks.com

Mahalo!
Cameron Roat

P.S. Just to remind you, we have $24,000 worth of prizes loaded up for the affiliate contest. And we'll be updating you on leaders as the launch progresses.

We have lots of really great affiliates mailing for us. So if you want one of those top spots, we recommend sending as much traffic as you can.

I'm here to support you however you need. So feel free to reach out with any questions or any other way I can help you.

Yellow Brick Road Launch Emails JV Swipes:

Wednesday 3/24 - PreSell #1 (two days before launch)

SUBJECT:

Fastest way to make money (online or off)
How to go from $0 to $10,000 in a hurry
The fastest business model on the planet

COPY:

Recently someone asked:

"I need to start making money as fast as possible. If you were in my shoes, and you had to go from $0 to $10,000 in sales in 30 days, what would you do?"

I actually love that question.

Because it shows just how BIG they are thinking.

The truth is, **most people think too small when starting a business**. They're still stuck in employee mindsets that keep them chained to their desk trading hours for peanuts.

So they're never able to make serious money fast.

Let alone go from $0 to $10,000 in just 30 days.

But I can tell you it's possible!

And not only is it possible… It is surprisingly simple.

So what's the answer?

How can you go from $0 to $10,000 in 30 days without being an expert… setting up fancy marketing… or even having a website?

Like I said it's simple:

To start making money as fast as humanly possible, all you need to do is offer a service and get yourself a client!

Why?

Because just one client can get you hundreds if not thousands of dollars…

And if you set up a recurring deal… in some cases, that one client can get you hundreds or thousands of dollars for months on end.

But I know what you might be thinking…

You already knew that.

So the question is… if everyone knows getting clients is the safest and easiest way to start making money in a hurry…

Then why do so many people struggle to land clients!?

The answer?

The answer will be revealed in tomorrow's email.

So if you'd like to catch it, tune in then.

Talk soon!

[SIGNATURE]

P.S. If you tune in tomorrow, it will be worth your time.

Because I will reveal to you the little-known secret of WHY so many people fail when starting a business.

And this goes double for offering a service and getting clients.

See you then…

Thursday 3/25 - PreSell #2 (one day before launch)

SUBJECT:

Why most agencies fail
Why most businesses fail
This ONE thing kills your business before it even gets off the ground

COPY:

The other night I was in the shower thinking:

Why do SO MANY people fail when starting an online business?

If you think about it… it just doesn't make sense!

> They don't fail because there's not enough software to buy…
> They don't fail because there aren't enough new business models to try…
> And they don't fail because there's not enough information either!

So *why* is it that most businesses never get off the ground?

Well after being in this industry for a while, I've come to realize that **the answer is A LOT simpler than you think**.

Because it's not about cold calling 100 people a day and getting burnt out…

It's not about buying some new fancy software that you never learn how to use…

And it's so simple, you don't even need a website to do it!

In fact, when you do it like this, it almost "tricks" you into making your business a success no matter what you do…

And guess what?

Tomorrow I will reveal to you a system that two of the smartest marketers I know put together.

A system that will give you everything you need to start generating revenue as fast as humanly possible.

It doesn't matter how "good" you are…

Or who your contacts are…

Or even if you have no clue what you are doing…

Because THIS is going to be a gamechanger for you and your business.

I will tell you all about it tomorrow morning.

See you then!

[SIGNATURE]

Friday 3/26 Morning - Opening

SUBJECT:

Lowest price ever on this TOP tier business system
Lowest price ever on Yellow Brick Road
7-figure marketers reveal their secrets (lowest price ever)

COPY:

Ever wanted to live a Caviar Lifestyle on a Burger Budget?

Well here's your chance!

Because two of my friends just released a game-changing system…

It's called the **Yellow Brick Road** or **YBR**.

And it is one of the fastest… safest… and most surefire ways I've ever seen to start generating revenue *F-A-S-T!*

And even though it is PACKED with incredible value you won't find anywhere else… for some reason…

They've priced it so jaw-droppingly low it's borderline criminal.

But the price is going up soon…

>>> So click here to get this incredibly good deal while you still can!

[SIGNATURE]

P.S. In yesterday's email, I told you this system was a way to practically "trick" yourself into being a success.

And that's because it basically lets you "cheat".

For example, if you're anything like me, you don't want to cold call 100 businesses a day.

You might *think* you will do that…

But when push comes to shove, something always seems to get in the way.

That's why the **Yellow Brick Road** shows you a way to outsmart yourself. You outsmart yourself by using the simple system inside.

But the price is going up soon.

>>> So click here to learn how the **Yellow Brick Road** can generate almost surefire revenue in a jiffy…

Friday 3/26 Afternoon

SUBJECT:

How to get booked solid with high-paying clients
Simple way to fill your calendar
Notice! You have 5 new appointments this week…

COPY:

Picture this:

You're looking at your calendar for the week and see 5 appointments.

5 appointments that are ALL with high-quality prospects.

Prospects that are:

> Pre-Qualified - which makes your chance of hearing *"Yes!"* go through the roof…
> Pre-Educated - meaning they already view YOU as the expert…
> Ready To Spend Money - which makes turning them into paying clients easier than falling off a log…

All you have to do is show up, talk a little shop, and close the deal.

And you know that even if you totally blew 60% of the calls… you would STILL land two new clients.

Which means you would be making hundreds if not thousands of dollars that month!

And if you do it again the next month?

And the month after that?

And the month after that too…

Then pretty soon you'd be booked to the teeth with high-paying clients who pay all your bills and then some!

Sounds pretty good, right?

Well that's the reality with the **Yellow Brick Road**.

The **Yellow Brick Road** is a brand new agency model that was just released by two 7-figure marketers I know out in Hawaii…

This is the system that can get you clients lightning quick.

In fact, the **Yellow Brick Road** is so powerful…

It almost "tricks" you into making your business a success.

And not only is the **Yellow Brick Road** one of the most surefire ways I know of to start making money fast…

But right now, it is priced so incredibly low that you can get it today for less than dinner & drinks for two at your local Applebee's…

But the price is going up tonight!

⇒ So click here now to lock in the lowest price ever…

[SIGNATURE]

Friday 3/26 Evening

SUBJECT:

Your discount expires tonight
Price increase on the Yellow Brick Road (get it while you can)
Lowest price ever for a few hours only (Get the Yellow Brick Road while you still can)

BODY:

If you wanted to get your hands on the **Yellow Brick Road** at the lowest possible price…

Right now is your last chance.

⇒ Click here to lock in your savings now!

[SIGNATURE]

P.S. In case you missed it, the **Yellow Brick Road** is one of the easiest and most surefire ways to start making money fast.

It can get you booked solid with high-paying clients…

Without you ever feeling worried or burnt-out… without having any fancy marketing… and without you even having to set up a website!

You owe it to yourself to at least check it out while the price is so incredibly low.

>>> Click here to find out…

Saturday 3/27 Morning

SUBJECT:

Why most people struggle to make money
Common reasons businesses fail
Struggling to make your first sale?

COPY

If you've been trying to make money online and not having any success…

Then I hope this email can help.

Because I know a guy named Tom who was JUST like you…

He tried a bunch of different business models…

Bought a bunch of different courses…

And he struggled for months on end without making a single sale…

Tom felt like he had zero luck!

And it's not like he was trying to make a million bucks or build a billion dollar business…

All he wanted was to replace his income!

He wanted to work from home, hang with his kids, and provide a good life for his family.

But he struggled…

And he struggled like this for over a year.

But then EVERYTHING changed when Tom made a tiny tweak…

And as incredible as it sounds…

Tom was able to turn $50 into $7,000 in just one week!

And that was after failing in dozens of businesses for over 12 months.

Since then, Tom became so successful that **he built a 6-figure agency**. And now he and his business partner, Nick Ponte, have **taught tens of thousands of beginner's how to land their first clients** and generate income fast.

The best part?

They just released a cool new system that shows YOU how to start landing clients in a hurry.

Because the truth is, it's not rocket science…

There are just a few simple things you need to know…

And right now, it is priced so low they are practically giving it away!

>>> Click here to discover the simple way to land clients and start generating revenue fast…

[SIGNATURE]

P.S. Just a heads up that the price goes up on this tonight. So click here now to lock in your savings before it's too late…

Saturday 3/27 Evening

SUBJECT:

Are you working too much… for too little?

Advice to those who work too hard
Working too hard? (Here's how to get MORE from each day…)

COPY:

A business has one purpose and one purpose only:

To make its owner rich!

But there's a problem…

Most business owners take the SLOW way…

They think they have to hunker down and do everything themselves…

NEWS FLASH:

You don't!

Which is one of the reasons I LOVE the **Yellow Brick Road**… the brand new system that 7-figure marketers Tom Gaddis & Nick Ponte just released…

Because the Yellow **Brick Road** is NOT just another set of tools and trainings…

The **Yellow Brick Road** is about BEHAVIOR.

Why behavior?

Because behavior is EVERYTHING.

Just think about all the most successful people:

They aren't successful because they chose the perfect business…

Or even because they're the smartest…

They are successful because they've set up systems that let them easily do the right actions over and over again.

In other words…

They focused on behavior.

If you've been trying to start a business and keep failing…

And you feel like you are working too hard for too little…

Then the one thing you must change is your actions & behavior.

Luckily the **Yellow Brick Road** has EVERYTHING you need to do that and start making some serious moolah right away.

And right now, the price is still incredibly low.

But it goes up very soon.

In fact, it jumps up in price tonight.

>>> So click here to lock in your savings while you still can…

[SIGNATURE]

Sunday 3/27 AM

SUBJECT:

Fastest way to generate cash flow
The RIGHT and WRONG way to get clients…
The FAST way to get clients

COPY:

You probably know that the fastest way to generate cash flow is by offering a service and getting a client…

But you might not know that most people try to get clients the WRONG way!

They try to go out and get one client at a time. They force themselves to do ALL their own prospecting. They think they need to call 100+ leads a day and burn themselves out from exhaustion…

You don't!

In fact, some good friends of mine just told me about the **Fast Agency Model** they use in their 6-figure agency.

What's the **Fast Agency Model**?

Well it's just one of the things inside the **Yellow Brick Road** which they JUST released.

But more than that, it's a way that even brand newbies can use to start landing clients as fast as humanly possible!

In fact, as crazy as it sounds…

When you begin using the **Fast Agency Model** and the other stuff inside the **Yellow Brick Road**… it is almost like "tricking" yourself into making your business a success.

Because this system does NOT rely on pure willpower alone.

You won't have to call 100 leads a day… set up any fancy marketing… or even have a website.

Because the **Yellow Brick Road** is ALL about setting up a system that does the heavy lifting for you.

If you're interested, get the details here:

>>> Click here to learn how the **Yellow Brick Road** can help you get a steady stream of clients and start generating revenue in a hurry…

[SIGNATURE]

P.S. Just a heads up that the price of the **Yellow Brick Road** goes up tonight!

So if you'd like to check it out, I suggest doing so now…

⇒ Click here to get the **Yellow Brick Road** before your discount disappears…

Sunday 3/27 PM

SUBJECT:

This trick banishes cold calls forever
Easy way to avoid cold calls forever
Goodbye Cold Calls… Hello Hot Prospects

COPY:

Hate cold calling?

You are NOT alone!

Pretty much everyone I know hates it too.

So then why do so many people rely on cold calling as a way to build their business?

Because they don't know any better!

That's why the **Yellow Brick Road** is so genius!

It eliminates cold calling for good.

So you never have to be told *"No"*... get hung up on… feel like a sleazy telemarketer… or even fight through pre-call jitters.

But here's the thing!

Right now, the **Yellow Brick Road** is at a crazy low price.

But the price is going up TONIGHT!

So if you want to lock in your savings, you gotta head here now:

>>> Click here to get the **Yellow Brick Road** BEFORE the price increases…

[SIGNATURE]

Monday 3/28 Morning - Closing

SUBJECT:

THIS "tricks" you into success
How to "trick" yourself into being a success
Sneaky trick to becoming a success?

COPY:

If you're anything like me, it gives you HIVES just thinking about cold calling 100 businesses a day.

On Monday morning, you might *think* you will do that…

But by Friday afternoon…

It just never seems to work out!

And I get it.

It is HARD to cold call 100 businesses a day. Let alone do it every day for weeks on end.

Heck, even 25 a day would be downright tough!

But here's the thing:

You do NOT need to cold call in the first place.

Why not?

Because there are better ways.

For example, there are two guys I know that run a 6-figure agency in Maui… and they have a 7-figure online business too…

These guys have been featured in **Forbes, Young Entrepreneur, and INC. Magazine,** because they are always on the cutting edge of new ways to grow your business.

And guess what?

They just released a brand new system called **Yellow Brick Road**.

Yellow Brick Road shows you one of the easiest and most sure-fire ways I've ever seen to start landing clients fast…

And like I said, it's not about "brute force" prospecting.

In fact, do it the way you will see inside… and you may come to find that you've been working way too hard.

What do I mean?

Click here to find out:

>>> Click here now to see how the **Yellow Brick Road** can get you clients lightning fast… without hours of cold calling or getting burnt out…

[SIGNATURE]

Monday 3/28 Afternoon

SUBJECT:

Your discount is expiring
Yellow Brick Road discount is about to disappear
Discount disappears at midnight

COPY:

Just a heads up that **Yellow Brick Road** goes WAY up in price tonight…

In case you didn't hear…

The **Yellow Brick Road** is the brand new system that shows you how to start generating revenue fast…

And you can use it without great sales skills… fancy marketing… or even a website.

But here's the thing:

Right now, the **Yellow Brick Road** is CRAZY cheap.

But…

The price is going up a LOT in just a few hours.

So if you'd like to check it out while you still can, head here:

>>> Click here to lock in your savings on the **Yellow Brick Road** and see how you can generate revenue FAST…

[SIGNATURE]

P.S. The **Yellow Brick Road** was created by Tom Gaddis & Nick Ponte.

If you don't know Tom and Nick, they are two of the sharpest marketers I know.

They run a 6-figure agency out in Maui… AND they run a 7-figure online business too. Plus, they've helped tens of thousands of business owners get their start.

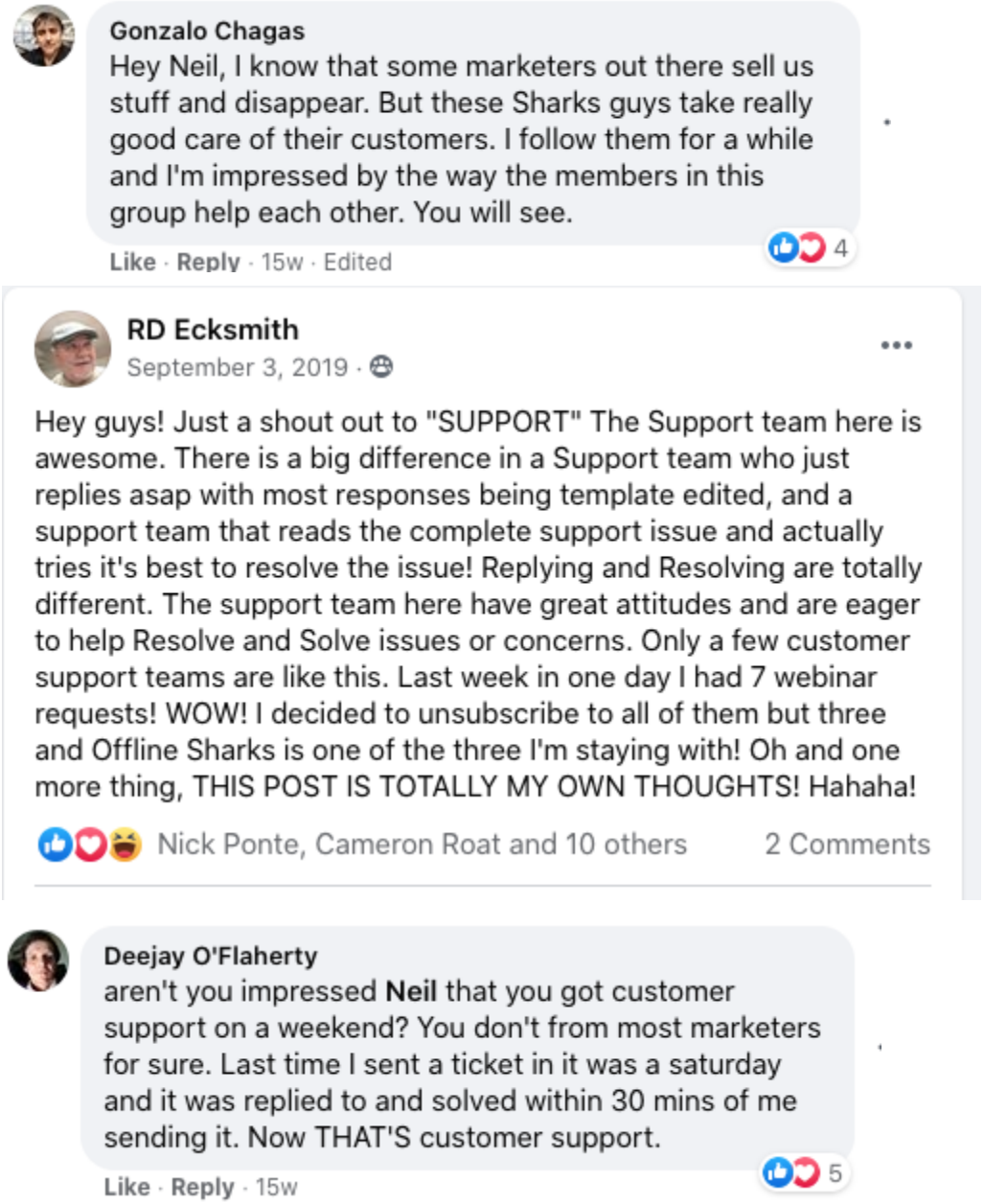
That's why they've been featured in **Forbes, Young Entrepreneur, INC. magazine,** and many more prestigious publications.

But they're not just smart marketers.

They're also some of the most ***honest*** marketers I know.

In fact, I feel 100% safe sending you to them because of the consistently great customer support they give.

Here are just a few of the nice comments I found browsing their Facebook group:



And yes, everything is backed by a 100% Money-Back Guarantee.

So you have NOTHING to lose.

But remember:

The price goes up tonight.

And it goes up BIG.

>>> So click to get in on this one-of-a-kind, system while you can…

Monday 3/28 PM

SUBJECT:

Don't overpay (please)
Final Call - price going WAY, WAY up
HUGE price increase - Yellow Brick Road

COPY:

Do me a favor…

Don't pay more than you have to.

Please.

What do I mean?

I'm talking about the crazily discounted **Yellow Brick Road** that 7-figure marketers Tom Gaddis & Nick Ponte just put out…

This is the system that is so powerful…

It almost "tricks" you into starting a successful business.

How does it do that?

By setting up a system that does ALL the hard work for you.

So you won't have to grunt and sweat…

You won't be working 80 hours a week…

And you won't be on a crash-course headed for burnout…

Instead…

You will be BOOKED SOLID with high-paying clients that pay all your bills!

I want this for you.

And I don't want you to miss out…

Because in just a few short hours… the price goes WAY up.

Like a lot.

And I know later on you might want to get **Yellow Brick Road**… and you will be KICKING yourself for not doing it now while it is still so painfully cheap.

The choice is yours.

But you owe it to yourself to at least see the details while you can…

>>> Click here to find out how the **Yellow Brick Road** can get you booked solid with high-paying clients fast…

[SIGNATURE]

P.S. Just to triple repeat:

The price is going WAY up (more than quadrupling in price)...

>>> So click here NOW to lock in your discount before it vanished in mere hours…