

Avatar:

https://docs.google.com/document/d/1Mjlul0xiek42DbQpQ2i12B4pMeu1J_si/edit

*He has an email list, but after receiving the free value, I never got an email for 5 days.

This email is a PAS style one, without a CTA, because it is supposed to make them curious about the next email (value email).

→ *“Don't worry, I'm not going to bombard you with emails and when I do occasionally touch base, I always try to provide some value”*

This is what he said in his first email, so that's why I decided to make a “subtler” approach, to make this email.

FV: PAS Email

Subject Line: This makes you miss out on a better life

Hi, <Name>

Most people have no clue how to invest properly.

Because of this, they live in mediocrity.

Small rented home, stressing about work, struggling to pay the bills...

Feeling ashamed, because they have to ask their parents for financial support...

Constantly worrying about making ends meet...

And ZERO time for family and loved ones.

While envying their neighbor who got “lucky with stocks” and now lives their dream life.

I'm sure you wouldn't want to be this person.

To avoid this horrible future, you have to accept one fact...

Learning stock is easier than you think.

Why?

I'll share it in my next email.

- Hamish