

IMPACT ENGINE



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How To Use This Template...

Welcome to Template One.

Inside of this template you'll find "copy-and-paste" sentences and paragraphs that you can use to put together your messages quickly, easily and efficiently as with as little hard work and thinking as possible - we've done it for you!

Now, remember, the six stages of your message are:

Open - To pull them in

Problem - Explain the struggle

Obstacle - Explain why the struggle exists

Insight - Provide solution to struggle

Progress - Give context and why it's important

Close - End message with segue to offer, open loop to future message or close the message out

All you need to do is:

1. Select a problem, obstacle and solution from your Insight Worksheet.
2. Pick an Open template and fill in the blanks.
3. Pick a Problem template and fill in the blanks.
4. Pick an Obstacle template and fill in the blanks.
5. Pick an Insight template and fill in the blanks.
6. Pick a progress template and fill in the blanks.
7. Pick a Close template and fill in the blanks.
8. Send to your email list, post to your Facebook page or use what you have put together as a guideline for a video.

Yep, it's that simple - copy, paste, fill in the blanks...SEND and enjoy the impact it has on your audience!

Let's get started...

Open

Start your emails by stating a specific problem the prospect has. And I do mean specific. It should be an actual scenario they are struggling with, not a broad, generic scenario.

Right: Do you want to learn how to get more clicks on your Facebook ads?

Wrong: Do you want to learn how to become a better entrepreneur?

The first is specific, the second is generic. See the difference?

Start your emails by opening them with a specific problem combined with one of these templates:

Do you want to learn how to_____?

Have you wondered why_____?

Don't you just hate it when_____?

Seriously, how do you_____?

Who else wants to_____?

Are you sick and tired of_____?

Want to know more about_____?

Ever noticed how_____?

Wouldn't it be great if you could_____?

What do you do if_____?

Opener Examples

Do you want to learn how to get more clicks on your Facebook ads?

Have you wondered why, no matter how much you lower carbs, you still can't get rid of that belly fat?

Don't you just hate it when you wake up in the morning and still feel tired?

Seriously, how do you get him to kiss you like they do in the movies?

Who else wants to finally be able to get their kindle book cover completed?

Are you sick and tired of people scheduling a call and then not turning up?

Want to know more about building your pecs without compound exercises?

Ever noticed how she looks at the young guys on TV - compared to how she looks at you?

Wouldn't it be great if you could make yourself look younger naturally?

What do you do if you're struggling to run your business and spend time with the family?

Problem Section Templates

OK, now let's look at templates for following on from that:

1. Because, let's face it, it can be a nightmare having to deal with it.

The (Symptom)...

The (Another Symptom)

Or even (Another Symptom).

It's enough to drive anyone mad.

Even worse, you might end up (Worst Symptom Of All)

2. If so, you're not alone.

I'd say this is a challenge most people in the (Niche) face.

And it can be so frustrating.

Maybe, like others, you're struggling with (Symptom).

Or facing an uphill battle trying to deal with (Another Symptom).

You have my sympathies my friend.

I know what an absolute pain it can be.

3. It can be a nightmare can't it?

Feeling (negative emotion)...

And even (negative emotion)...

Maybe you try to cope with it by (Action they take to cope).

Or by (another action they take to cope).

It's rough, I know.

4. I know this problem better than most.

You see, it wasn't too long ago that I was really struggling with it too.

I'd wake up in the morning and think about solving it...

I'd be thinking about it numerous times throughout the day...

It'd even pop into my head whilst out for dinner with family and friends...

I desperately wanted to break free from feeling (Negative emotion) because I just didn't know how to...

(Whatever problem it is you're talking about).

5. It's annoying isn't it?

The way that you can end up (Negative behaviour they do but don't like)...

Or (Another negative behaviour they do but don't like)...

Even worse, you start to wonder if other people know that's what you're doing.

And you end up feeling embarrassed or even shameful because of it.

6. I noticed it in my own life back in (year/month).

And it made me start to ask myself some serious questions...

Am I (Question they likely ask themselves)?

Should I (Question they likely ask themselves)?

Is it possible I'm not (Question they likely ask themselves)?

Maybe you've asked yourself similar questions too.

Driving yourself a little mad, second guessing yourself and wondering if you're going about things all wrong.

7. If you're struggling to (What they want)...

Or (Something else they want)...

Or maybe even (Thing they want most)...

It can be a real challenge to know what do to to finally get what you really want.

8. It can make you feel (Negative emotion).

Maybe you (Negative behaviour because of the problem).

Or, if you're feeling really (Another negative emotion)...

You might even (Worse negative behaviour because of the problem).

9. I remember the last time I had to deal with it.

Even now, as I type, it makes my stomach squirm a little.

The memories of struggling to (Situation they struggle with).

Of waking up in the morning knowing that day what I faced...

...made me feel (Negative emotion).

You know what I'm talking about, right?

10. It was something I really wanted to know how to solve too.

But there was a problem.

I bought courses...

Read books...

Watched tons of videos...

Read endless blog posts and articles...

And I still didn't manage to (What they get when they solve the problem).

It made me feel stupid, frustrated and angry.

See how this works? Describing the struggle is talking about the emotions or situations or negative behaviours or anything else that the person experiences as a result of having the problem.

Let's look at some examples for these templates...

Problem Section Examples

1. Because, let's face it, it can be a nightmare having to deal with it.

The sleepless nights...

The churning stomach...

Or even the racing mind.

It's enough to drive anyone mad.

Even worse, you might end up taking out your stress on your loved ones and causing upset to those around you.

2. If so, you're not alone.

I'd say this is a challenge most people in the diet world face.

And it can be so frustrating.

Maybe, like others, you're struggling with finding time to cook healthy meals.

Or facing an uphill battle trying to deal with temptation when you eat out.

You have my sympathies my friend.

I know what an absolute pain it can be.

3. It can be a nightmare can't it?

Feeling frustrated ...

And even angry...

Maybe you try to cope with it by distracting yourself with endless Netflix binges.

Or by hitting the sugar, drink or partying hard to just escape.

It's rough, I know.

4. I know this problem better than most.

You see, it wasn't too long ago that I was really struggling with it too.

I'd wake up in the morning and think about solving it...

I'd be thinking about it numerous times throughout the day...

It'd even pop into my head whilst out for dinner with family and friends...

I desperately wanted to break free from feeling helpless because I just didn't know how to...

Get the clients I needed in order to cover the bills.

5. It's annoying isn't it?

The way that you can end up spending hours at the PC but not getting much done...

Or buying courses and not even completing them...

Even worse, you start to wonder if other people know that's what you're doing.

And you end up feeling embarrassed or even shameful because of it.

Wondering if they know you're not as successful as you make out you are.

6. I noticed it in my own life back in 2012.

And it made me start to ask myself some serious questions...

Am I stupid to think I can meet my dream woman?

Should I just give up on this crazy dream?

Is it possible I'm not good looking or funny enough to meet the type of woman I want to?

Maybe you've asked yourself similar questions too.

Driving yourself a little mad, second guessing yourself and wondering if you're going about things all wrong.

7. If you're struggling to get attention for your ads...

Or views of your videos...

Or maybe even new subscribers to your email list...

It can be a real challenge to know what do to to finally get what you really want.

8. It can make you feel angry.

Maybe you have arguments in your head with them.

Or, if you're feeling really pissed off...

You might even blow your top and shout at them and let all the pent up emotion out in one endless stream of abuse.

9. I remember the last time I had to deal with it.

Even now, as I type, it makes my stomach squirm a little.

The memories of struggling to get to the toilet quick enough in public.

Of waking up in the morning knowing that day what I faced...

...made me feel terrified.

You know what I'm talking about, right?

That sinking feeling you get when you know your stomach has a mind of its own and your digestive problems make you live life on the edge.

10. It was something I really wanted to know how to solve to.

But there was a problem.

I bought courses...

Read books...

Watched tons of videos...

Read endless blog posts and articles...

And I still didn't manage to get any consistent likes of my Instagram pictures.

It made me feel stupid, frustrated and angry.

After all, everyone else seemed to be telling me it was "easy".

Obstacle Section Templates

In the obstacle section of the message you need to explain WHY they are experiencing the struggle they are experiencing. The WHY leads to the insight which is WHAT they need to do to solve the struggle. Make sense?

So the Open ENGAGES them...

The Problem describes some of the SYMPTOMS of the struggle...

The Obstacle section explains WHY they are experiencing the symptoms...

Then the Insight section explains WHAT they need to do so escape the struggle.

So, in this section, we need to explain to them WHY they are experiencing the symptoms previously talked about.

It's easy to transition into the obstacle section.

1. So what can you do to break out of this?

Well, first you need to understand why you're struggling with it in the first place.

You see, here's the thing...

The reason this is causing you so much hassle is because (Explain why the struggle exists).

2. The good news is...

It's not your fault.

What's really going on here is that you simply don't know how to (Explain why the struggle exists).

I'm serious.

Once you know how to do that - your worries are over.

3. Now, let's dig a little deeper...

What's actually going on?

Why are you struggling with this in the first place?

Because, on the face of it, you're doing everything right.

It's simple.

What you're missing out is (Explain why the struggle exists).

4. For what it's worth, you're not alone.

It's very common for this to be an obstacle on your journey to (What they want).

Unfortunately, whilst it remains an obstacle, you're never going to get there.

Because (Explain why struggle exists).

5. Sadly, staying on this path is a recipe for disaster.

It all comes down to this...

(Explain why the struggle exists).

6. So what's going on?

Listen to me, the problem here is that (Explain the struggle).

7. My point is this.

Unless you make some kind of change, things aren't going to go the way you want them to.

So, what do you do?

Well first you need to understand why you're struggling in the first place...

(Explain the struggle).

8. Before I tell you what you need to do solve this challenge...

A warning.

It exists because (Explain the struggle).

9. Ever wondered why this happens?

The answers actually pretty simple.

If you think about it, it's because (Explain the struggle).

10. Want to know the best part?

There's actually an easy way round this.

Before that though, let me make it clear why this is a problem in the first place...

(Explain the struggle).

11. Now stop right there!

I want you to consider something...

What if the only reason you were feeling this way is because (Explain the struggle).

12. Now get this...

If you did just one thing - this problem falls away.

Because the only reason it exists in the first place is because (Explain the struggle).

13. Here's the scary part...

Most people stay trapped here, sometimes forever, because (Explain the struggle).

14. It all boils down to this...

(Explain the struggle)

15. But here's something really interesting...

(Explain the struggle)

16. It turns out that whilst this is very common, it doesn't need to be.

Fact is, the only reason people struggle with is because (Explain the struggle)

17. It's time to stop.

And the way you stop is by first understanding that (Explain the struggle).

18. Don't worry - there is a way out...

First, understand that (Explain the struggle).

19. The answer for why this is a challenge may surprise you...

(Explain the struggle)

20. And you know what...

It's because (Explain the struggle).

20 Obstacle Section Examples

Here are some examples showing you how to create this section of your message. Take note of how there is an explanation of why the problem exists. A specific, tangible reason for why they have the problem is going to allow us to lead on to a valuable insight.

Let's take a look...

1. So what can you do to break out of this?

Well, first you need to understand why you're struggling with it in the first place.

You see, here's the thing...

The reason this is causing you so much hassle is because you have no way to manage your time correctly.

Think about it.

How can you possibly expect to fit a workout in every day...

...if there isn't enough time to fit one in?

If you're so busy you can't find an hour in your day...

Or if you're that busy you're too shattered to feel motivated to workout...

You're not going to be consistent.

2. The good news is...

It's not your fault.

What's really going on here is that you simply don't know how to be completely transparent and honest with your partner.

I'm serious.

Once you know how to do that - your worries are over.

Instead, you hold back, tell white lies, act like everything is OK when it's not.

And this means they have no idea how you truly feel.

3. Now, let's dig a little deeper...

What's actually going on?

Why are you struggling with this in the first place?

Because, on the face of it, you're doing everything right.

It's simple.

What you're missing out is the fact that, without a good headline that gets the attention of your market, one that they haven't heard before...

You're going to be zoned out.

They just have too many ads and data coming at them to pay attention to a type of headline they've seen time and time again.

4. For what it's worth, you're not alone.

It's very common for this to be an obstacle on your journey to perfect health.

Unfortunately, whilst it remains an obstacle, you're never going to get there.

Because taking control of your sleep is one of the foundations of a healthy body.

If you're not sleeping well...

If you're having to rely on coffee and sugar for energy...

You're going to be stressing your adrenals and other systems in the body that need to function optimally if you are to be as healthy as you dream of.

5. Sadly, staying on this path is a recipe for disaster.

It all comes down to this...

Can you get new coaching clients via paid advertising?

If you can't, you're in trouble.

Why?

Because you're going to have to rely on free methods that are unreliable, inconsistent and don't work.

6. So what's going on?

Listen to me, the problem here is that you're consuming enough healthy fats.

Avocados...

Coconut milk...

Olive oil...

Not consuming these whilst being on a low carb diet means you're not fuelling your body in the right way and it will struggle to find energy sources to burn from your food.

7. My point is this.

Unless you make some kind of change, things aren't going to go the way you want them to.

So, what do you do?

Well first you need to understand why you're struggling in the first place...

It's likely because you've got less good gut bugs than you should actually have.

Our Western diet, of sugar and processed foods, slowly kills off these good gut bugs over the years and this leaves us wide open and vulnerable to the kind of disease causing bugs you *don't* want in your body.

8. Before I tell you what you need to do solve this challenge...

A warning.

It exists because you're taking in information from too many sources.

Youtube...

Blogs...

Newspapers...

You're overwhelming yourself with contradictory opinions, often from experts or media outlets with agendas.

9. Ever wondered why this happens?

The answers actually pretty simple.

If you think about it, it's because few of us do manual jobs these days.

The days of the coal mines and real hard graft, for most of us at least, have gone.

Instead we're stuck at a desk for hours and hours a day.

Exercising our brain, sometimes, but not our body.

10. Want to know the best part?

There's actually an easy way round this.

Before that though, let me make it clear why this is a problem in the first place...

If you don't have enough magnesium in your diet it's been proven to have all kinds of knock on effects.

Increased anxiety is one of them!

11. Now stop right there!

I want you to consider something...

What if the only reason you were feeling this way is because you don't have a mentor to help guide you.

And, as you're not experienced enough in this area yet, you're scared of making the wrong decision and going down a costly dead end (you should be!).

It's this, a fear of making the wrong decision, that stops so many people from building a business.

They're scared they'll pick the wrong business for them or create a product no one wants.

12. Now get this...

If you did just one thing - this problem falls away.

Because the only reason it exists in the first place is because you're naming your Youtube videos in such a way that it doesn't get picked up in the Youtube search engine.

13. Here's the scary part...

Most people stay trapped here, sometimes forever, because they've lost touch with the love they originally felt for their partner.

The butterflies...

The full heart...

They're long gone.

Instead they've been replaced with the hamster wheel of work and the responsibilities of parenthood.

That's all that's happened.

Life has got in the way and you've lost touch with those old feelings you had for each other.

14. It all boils down to this...

You're not following an exercise programme that is the right one for your genetic potential.

Some, genetically, are better suited to weight training.

Others, to cardio.

Others still, to more relaxing approaches to fitness such as yoga.

Follow the wrong one - and you're going to have to work harder than necessary to get the results you want.

15. But here's something really interesting...

Studies have shown it's because the blue light found in phones, tablets and TV's tricks the brain into thinking it's morning again...even if it's night.

So you end up going to bed...

And not sleeping properly...

Because your brain isn't switching off in the way it should do.

16. It turns out that whilst this is very common, it doesn't need to be.

Fact is, the only reason people struggle with is because they're focusing on the wrong exercises.

Certain areas build up the front of the body...

Certain areas build up the back...

And it's the back of the body that needs to be worked on more if your posture is causing you problems.

17. It's time to stop.

And the way you stop is by first understanding that it's not your job to "save" your clients.

Yes you need to give them quality information.

Yes you need to support them.

But, if they don't take action, it's not your fault.

And thinking it is will lead you to emotional burnout.

18. Don't worry - there is a way out...

First, understand that your child is going to get angry.

That's toddlers for you.

Secondly, understand that you are in control of your emotions.

Because whilst you think they are "making" you feel a certain way, you're in victim mode.

You have a choice.

You just need to know how to take control back of your breathing...

19. The answer for why this is a challenge may surprise you...

When we're young, we learn that if we're a good boy or girl we get love or treats.

If we're bad, and displease our parents or teachers, we get punished.

This is why we hate negative feedback so much in life.

As children, negative feedback meant punishment.

Being scared of people commenting negatively on your Youtube videos is the same kind of thing.

Your brain is seeing it as you being "bad".

But the second you realise that it's just a comment from a mindless troll...

And that you're still loved by the people that count...

And as soon as you realise that fear of negative feedback is nothing but an echo from childhood...

You're free.

20. And you know what...

It's because you're not looking out for the right signals.

You see, as a forex trader, certain signals are "no brainers".

You see them - you just KNOW money is to be made.

New traders though, they don't know what to look out for.

So they guess.

Or, even worse, follow gimmicky trader software that they're sold into thinking is the "Holy Grail" but really...

...only makes the creator rich (even though he or she doesn't use it himself because it doesn't work).

Looking out for the wrong signals, means you'll slowly go broke or lose your mind because you have no idea why you're not succeeding.

END OF SECTION

Insight Section Templates

In the obstacle section of the message you need to explain WHY they are experiencing the struggle you are talking about in this particular message.

Now it's to move onto the real payoff of the email - the Insight! This is where you provide the solution to the struggle they are experiencing. You might be able to do it in a sentence, a paragraph or it might take a few paragraphs. It doesn't have to be a real, deep, nitty gritty explanation. Just make sure your explanation of it helps them to progress in their mind and learn something new.

Check out some ways to do it...

1. So what should do you do about?

Well, it's easier than you think...

You should (Provide insight).

I know I know.

"It can't be that simple?" you might think.

The good news is - it is!

2.What's the answer to this challenge?

Check this out...

All you need to do is ensure that (Provide insight).

And the best part?

If you do that you'll finally (Result of insight).

3. You're probably thinking to yourself right now...

"OK, I get I need to make a change...but how?"

The secret is to (Provide insight).

Do that, and you're set!

4. Let's assume you want to actually hit this head on.

What do you do about it?

Well here's a tip...

(Provide insight).

Bingo!

Put that into action and it's all gravy from now on!

5. You'll be glad to know there's an answer for this hassle...

Check this out...

You start by (Provide insight).

Do that, and you're good to go!

6. Ok, now what?

You know what's going on - but what do you do next?

Do this...

(Provide insight).

7. I've set the scene...

Now let me give you the solution...

(Provide insight).

Turns out, if you do that, it solves the problem...permanently!

8. Let's back up for a second...

We know now what's going on.

But how can we stop it from happening in the first place?

Sometimes all you need to do is (Provide insight).

9. What does this mean for you?

It means that if this is an obstacle in your own business you need to stop burying your head in the sand and hit it head on.

The trick is to (Provide insight).

10. Now don't worry...

You don't need to be "Stuck" like this.

All you need to do is (Provide insight).

11. That's the bad news.

The good news is I'm going to show you what you should do to avoid it happening again...

The key to it is to (Provide insight).

12. Sound familiar?

Don't panic.

Here's what you should do...

(Provide insight)

13. But you know what else?

There's a simple answer to this.

Just make sure you (Provide insight).

14. This is just the way things are, right?

Hell no!

Don't accept this.

You don't need to.

Instead focus on (Provide insight).

15. Until recently I thought this way too.

But then...

BAM!

I had a moment of clarity.

I finally understood that (Provide insight).

16. Want to stay stuck like this?

Didn't think so.

So what do you do?

Give this a go...

(Provide insight)

17. By now you've realised if this is something you need to break away from too.

Turns out - there *is* an answer.

It involves (Provide insight).

18. You agree with me right?

That putting up with that wouldn't be a clever move?

Good.

You, I can help.

Here's an example of what to do...

(Provide insight).

19. Now, with all that said, I want you to think about something...

Do you know the answer to that?

As in, do you know what to do to get to where you want to be?

If not, don't worry, I've got your back.

Check this out...

(Provide insight)

20. Frustrating isn't it?

Well...

It doesn't need to be!

Here's one of the things I advise my clients to do...

(Provide insight).

Insight Section Examples

OK, you've seen the templates for the Insight Section. Now let's look at some examples...

1. So what should do you do about?

Well, it's easier than you think...

You should callout your target prospect in your ad.

If you're selling to coaches you might have "Attention Coaches".

If you're selling to single mums you might have "For Single Mums Only".

Selling to dentists?

What about "Own A Dental Practise?"

I know I know.

"It can't be that simple?" you might think.

The good news is - it is!

2.What's the answer to this challenge?

Check this out...

All you need to do is ensure that you switch off from all electronic devices two hours before bed.

That will mean you're brain isn't tricked by the dreaded blue light into thinking it's morning time.

You'll have a chance to wind down before you hit the pillow and the right brain chemicals will kick in.

Even better, take a magnesium supplement before bed to really kickstart your deep sleep (I use this one - [affiliate link](#)).

And the best part?

If you do that you'll finally start waking up rested, energised and ready to take on the day.

3. You're probably thinking to yourself right now...

"OK, I get I need to make a change...but how?"

The secret is to...

Start telling your partner what you really feel.

I know, it sounds simple, and it is.

But just start being honest, even when it's uncomfortable.

Truth is, we're often out of practise when it comes to just telling people how we actually feel...

Rather than pretending we feel a certain way to not rock the boat.

Be truthful.

If you feel angry - tell them.

If you feel sad - tell them.

If you feel in love - tell them.

Do that, and you're set!

4. Let's assume you want to actually hit this head on.

What do you do about it?

Well here's a tip...

Throw out all of the junk food in your cupboard and only ever eat treats when you're out at a restaurant.

You see, for many of us, it's the temptation that screws with our results.

We're tempted to eat whatever is in the house if we have a bad day or are tight for time and can't be bothered to cook.

Or it's the deprivation we feel on diets.

We go to restaurants and feel like we're missing out.

Get a handle on temptation and deprivation and you'll eliminate two of the biggest reasons people fail on a diet.

Bingo!

Put that into action and it's all gravy from now on!

5. You'll be glad to know there's an answer for this hassle...

Check this out...

You start by letting all of your clients know that they can only contact you between 930am and 1230pm every day.

Just the morning time.

This gives you the opportunity to spend the afternoon focusing on client getting - rather than client serving.

So, mornings, you work with your existing clients.

Afternoons, you work on getting more clients.

Having the day split up like that ensures that you are not chopping and changing from client serving to client getting and experiencing a disjointed day where you're "busy" a lot but not getting much done.

Do that, and you're good to go!

6. Ok, now what?

You know what's going on - but what do you do next?

Do this...

Next time you see a woman you're attracted to at the bar DON'T approach her.

Instead, approach her friend.

Someone you're not attracted to.

Ask the friend a simple question.

Not a "pick up line".

Just something simple like "Can I ask you a quick question about cocktails"

Or...

"My friends and I are wondering where's a good club to go to round here. Is there anywhere you'd recommend?"

Then, introduce yourself to her AND the friend you are attracted to.

If they seem open and receptive, start another conversation.

If not, thank them and walk away.

See how simple that is?

7. I've set the scene...

Now let me give you the solution...

Stop hiding from your problems!

When we put things to the back of our mind and try to ignore the fact that there's something in life we're not happy with, they still cause us hassle.

Turns out, not thinking about them takes up energy.

Because, deep down, our unconscious knows the problem still exists.

So, take out a pen and pad and write down the problems you know you have.

Maybe it's the bills you owe...

Or a conversation you need to have...

Or a task you need to do...

Then, focus on sorting out the easiest one.

Cross it off when done.

Move onto the next...

I promise you that you'll start to feel better for it.

And, soon, you won't feel as scared of having problems in your life, constantly trying to avoid facing up to things.

Turns out, if you do that, it solves the problem...permanently!

8. Let's back up for a second...

We know now what's going on.

But how can we stop it from happening in the first place?

Sometimes all you need to do is send an email on the same day every single week.

Doing that means your subscribers get to know that day as the day they'll get content from you.

And, if you send great content, they'll learn to look out for you in their inbox.

Hitting the "Open" button as soon as it arrives.

Trust me, this works better than trying cheesy or gimmicky email subject lines.

9. What does this mean for you?

It means that if this is an obstacle in your own business you need to stop burying your head in the sand and hit it head on.

The trick is to master a paid advertising strategy.

It might be Facebook ads...

Or twitter ads...

Or Linkedin ads....

It doesn't matter.

All you need is ONE traffic source, where you can invest money and more money comes out in the form of sales and income.

Do that, and business becomes less stressful.

10. Now don't worry...

You don't need to be "Stuck" like this.

All you need to do is ensure that you don't aggravate the injury further by putting weight on it at the wrong angles.

So, if you have a shoulder injury, upwards movements such as shoulder pressures are generally more prone to cause you further challenges.

Whereas movements at an angle, such as incline press, they're much easier on the shoulder whilst still hitting the muscles you want to hit.

11. That's the bad news.

The good news is I'm going to show you what you should do to avoid it happening again...

The key to it is to always outsource any work that isn't "money in the bank" work.

What do I mean by that?

Simple.

Money making activities such as marketing - you do.

Delivery of your service - outsource that to someone else.

Be it a freelancer on upwork.com...

Or someone you can hire to deliver jobs on a commission.

12. Sound familiar?

Don't panic.

Here's what you should do...

Every morning have a drink of hot water with a slice of lemon and our tumeric and black pepper supplement (you can buy it from [here](#)).

Do this before you eat breakfast.

This simple addition to your morning routine will help kickstart your liver and avoid the nasties I've just talked about.

13. But you know what else?

There's a simple answer to this.

Just make sure you always end the consultation with...

"Do you know of anyone else who could benefit from my service?"

That's it.

That one simple question, which takes five seconds to ask, can result in a dramatic increase in the amount of referrals you get.

14. This is just the way things are, right?

Hell no!

Don't accept this.

You don't need to.

Instead focus on three key stretches that will loosen up your neck muscles and start to alleviate that troublesome pain you get from sitting down for so long.

Here are three Youtube videos that show you how it's done:

One

Two

Three

15. Until recently I thought this way too.

But then...

BAM!

I had a moment of clarity.

I finally understood that it was costing me a whole lot more to just have my money say there in the bank.

So instead, I invested it.

And, wouldn't you know, the company I invested in has gone through the roof.

Turns out, Neil really knows his stuff.

I strongly suggest that, if you're sitting on some cash in the bank that's not growing very fast, you invest it wisely.

In a "no-lose" strategy like Neil teaches in his free video series.

You can watch it here ([Affiliate link to video series](#)).

16. Want to stay stuck like this?

Didn't think so.

So what do you do?

Give this a go...

Next time you feel a client is more hassle than they're worth...

Tell them "I think it may be time we part ways".

Watch what happens.

Either they'll realise that you hold all the power, not them, and will buck their ideas up.

Or...

You'll feel like a weight is lifted when you no longer have to deal with someone who drains your energy and pisses you off.

17. By now you've realised if this is something you need to break away from too.

Turns out - there *is* an answer.

It involves stopping doing one thing...

Drinking twenty minutes before meals.

I realise that sounds crazy, but it works.

If you drink with, or before, meals, it makes digestion harder.

Your stomach has to work more than it would without the fluid as a meal accompaniment.

And it's that working harder that causes such discomfort.

So, try it for a week.

You'll soon see the difference.

18. You agree with me right?

That putting up with that wouldn't be a clever move?

Good.

You, I can help.

Here's an example of what to do...

Start surprising your wife more.

Seriously, when was the last time you turned up out of the blue with flowers?

Or a trip for her and a friend to the theatre?

Or a "take it easy tonight honey, I'll cook dinner"?

Surprise is something that quickly puts a bit more zest into a marriage.

Reminds her why she fell for you in the first place.

It couldn't be easier!

19. Now, with all that said, I want you to think about something...

Do you know the answer to that?

As in, do you know what to do to get to where you want to be?

If not, don't worry, I've got your back.

Check this out...

Take the content you send via emails...

And read it out.

Upload that to iTunes and other podcasting sites.

Then, create a slide presentation of the email and upload it to youtube and other video sites.

Here's what happens...

You start getting powerful links back to your site from Youtube, Itunes and so on.

This gives you more "SEO Juice" and starts helping you to rank higher.

All by simply repurposing existing content.

You can even hire someone on [fiverr.com](https://www.fiverr.com) to do it for you for five measly bucks.

How cool is that?

20. Frustrating isn't it?

Well...

It doesn't need to be!

Here's one of the things I advise my clients to do...

Figure out what you're 80/20 activities are.

You've heard of the 80/20 rule right?

That 20% of the effort generates 80% of the results?

Well, I sit down with clients and take them through a very specific process that helps them to see where their 20% activities are.

It's not as easy as you think, but my process makes it a cinch.

Then, I get people to focus on these activities only, and either cut or delegate the 80% that only generates 20% of the results.

Boom!

This simple strategy alone can skyrocket the efficiency of a business.

Progress Section Templates

We're nearly at the end of the message now.

We've gone through the Open, the Problem, the Obstacle and the Insight.

Now, we need to touch on "Progress".

This is just a line or two that acts as a little reminder to the reader, viewer or listener that they now know something they didn't before they consumed the content. Eventually, once someone has been on your list a while, there's not as much need for this. But, certainly to start with, you want to let them know, in a subtle way, "you're more knowledgeable now", because it adds a level of inspiration and motivation to your messages.

So, how do you do that?

Here we go...

1. So now you know what to do...

The choice is yours...

Keep making the same mistakes others do...

Or do what I've covered here and never struggle again!

2. So what are you waiting for?

I've outlined exactly what you need to do.

You now know the battle plan.

Go make it happen my friend!

3. With all that said...

It's decision time...

Keep feeling (Negative emotion) because you don't make the changes I've just suggested...

Or feel (Positive emotion) because you just get stuck in and see how well this works.

4. Now it's your turn...

Go out, take action and put this new understanding to use!

That way you never need struggle with (Obstacle) again!

5. Take this stuff on my board, my friend.

Trust me, you'll be glad you did.

6. Can you really afford not to take notice of what I've shared today?

Maybe.

But probably not.

You certainly can't ignore it like so many do.

7. All in all, you're now more ready than most who face this challenge.

They're not lucky enough to know what I've just shared.

You are.

Now it's your turn to take this knowledge and put it into action!

8. I'm sure you're excited about putting this into practice.

So I'll wrap this email up here.

9. I hope you see now how this can help you.

If not, might be worth rereading this because if you can't see the value in it, chances are you've missed something.

10. That all make sense?

I hope so.

Because if it does things never need be the same again...

11. Believe it or not...

That's how simple it can be.

No need for a rocket science degree.

Just follow what I've laid out here and you'll see for yourself the power of it.

12. Right now, if I were you, I'd save this email somewhere safe.

It contains some really important information worth remembering.

Even better, actually go out and do what I've just shared.

13. So...

Are you ready to go test this for yourself?

Go for it!

What have you got to lose?

14. I've gone on for long enough...

But the bottom line is this...

Follow what I've shown you to do today.

You won't regret it!

15. Enjoy this email?

Why not send me a message to tell me why.

I always love to hear about how people are growing because of the knowledge I share.

Keeps me motivated to keep sending emails just like this one!

16. So go ahead...

Put this strategy into play...

And if there's anyone you know who could benefit from this, feel free to pass it on!

17. Now you know this...

You've got two options.

Ignore it...

Test it out for yourself.

I think it's obvious which choice is right, don't you?

18. I really hope this helps...

Coz' if you truly get what I'm saying here...

You never need struggle again.

19. Now, I'm not suggesting this will be easy.

But, just knowing it, that's a step in the right direction.

You've moved forward.

And forward progress is what counts.

20. I hope you're with me now and I can see what the problem was...

...and more importantly how to solve it.

Because helping people just like you is what I'm here for!

Close Templates

When it comes to the close of your email you're going to do one of three things...

1. Just end the email with a quick wrap up and sign off.
2. Open the loop to create curiosity about a future email
3. Link to an offer you are promoting

Let's look at these templates individually...

A) Wrap Up Close

This is simple enough. Just pop one of these into the end of your message and you're good to go.

1. That's it for today.

I hope you enjoyed it.

Speak to you (Day of next email)

2. Good luck and let me know how you get on!

3. Right, I'm off to (Whatever you're doing that day).

Speak soon

4. Time for me to get to back to it...

I'll be showing up in your inbox again this (Day)

5. Cool stuff this isn't it?

Lots more to come!

6. That's a wrap for today's email.

Speak to you (Day)

7. Enough from me for today.

Speak to you (Day).

8. I love bringing you this kind of knowledge.

More to come on (Day).

9. Watch out for me from me on (Day)

10. Thanks for reading!

Speak to you on (Day).

B) Open Loop Close

Here you allude to some information coming their way that they're going to be interested in - keeps them reading your messages eagerly!

1. If you liked this...

You're going to be blown away with what I'm going to be sharing with very soon in an email in the next few weeks.

Until then

2. Want to know a little known strategy for (A result they want)?

Then keep an eye on your inbox.

Got a very special tip coming your way...

Speak to you (Day).

3. There's lots more where this came from...

I've got some information I'm going to be sending you soon, at no cost, that others are charging a hundred bucks for.

Intrigued?

You should be...

Speak soon

4. Wait until you see what I've got for you this (Day)...

Until then

5. One last thing...

Would you like to know how to (Result they want)?

I'll be talking about that very soon!

Speak to you on (Day)

6. I'm currently reading up on something fascinating I want to share with you...

I'll pass it on very soon - you're gonna love it!

In the mean time...

Speak to you on (Day)

7. Before I go...

I listened to a podcast yesterday that blew my mind.

I'll tell you what it was that I learned this coming (Day).

I think it'll blow your mind too!

Until then

8. Soon I'll be sharing a virtually unknown strategy you can use to (Specific result they want).

Watch out for it - it's a game changer...

Speak to you on (Day)

9. Comin' up soon in this here newsletter...

How to make sure you're not making a really common mistake that leads to (Something they don't want).

You're not going to want to miss it!

Until then

10. By the way, I heard something from a subscriber the other day that really shook me.

I'll talk about it very soon because I don't want you to be taken advantage of like they were...

Speak soon

C) Offer Close

1) Find this useful? Why not check out my free webinar class here as it's the perfect compliment to what I've been talking about today.

Speak to you (Day)

2) Want one-on-one help on your quest to (What they want?) Click here to schedule in a 100% free coaching session with me and let me provide you with some personal advice to help you get on the right track.

I look forward to helping you

3) It's taken me a long time to figure this kind of thing out. If you want to shortcut your journey, I strongly recommend checking out this web site here <—- Affiliate link

Enjoy!

4) And if you want a quick, easy way to solve this problem for good, check out my video series here.

You won't regret it!

5) In my opinion one of the best experts to learn from in this area is (name). And if you want to check them out I suggest going through their no cost video series here <— — — Affiliate link

6) Learn something today? There's so much more I can share inside of my unique, cutting edge (name of product/service). Click here to find out more.

7) I know it can be a struggle trying to figure all this stuff out alone, which is why I send these regular messages. But if you want to get there even quicker, check this out.

8) I did some research for you and, from what I found, this is worth looking into if you want even easier results than what I've talked about today. Click here <— — — Affiliate link

9) If you enjoy these emails...

Why take longer to get to where you want to be than you need to. Schedule a free consultation with me here and I'll ensure you take the right next steps for your current situation.

10) Cool this stuff, isn't it?

It hasn't got a patch on my online training. And right now I'm offering an extra special bonus for everyone who joins this week. Check it out [here](#).

DONE! By the time you reach this section you'll have put together a complete message. Simply rinse and repeat, along with using the other templates provided, and you'll have all the powerful messages you'll ever need for your audience!