

Alen Sultanic

FF Swipe File Part 3

Openings/Hooks/Leads/Copy Nuggets To Use In VsIs, TsIs, Ads, Emails, Etc

20 years ago, you could work a regular job and afford a house, a car, and maybe even take a vacation every year.

And all it took was one person in the household working full-time.

10 years ago...

You could still make it happen, but now it took *two* people working.

5 years ago...

It wasn't enough to work full-time—you also needed a side hustle just to make ends meet.

These days...

Countless Americans are barely scraping by.

Maybe you can relate.

Maybe you've had to dip into your savings...

Or put expenses on a credit card you can't pay off...

Or give up things you used to enjoy, just to make the numbers work.

But one thing is certain...

The cost of *everything* keeps climbing, with no end in sight.

And that leaves you with a choice:

Do you work harder?

Do you pick up a second job?

Or do you try something completely different?

Because let's face it—you only have so many hours in a day.

Do you drive for Uber just to cover the gap?

Do you deliver for DoorDash?

Or maybe...

If you're smart—and I know you are because you're watching this video—there's another option.

Here's what thousands of Americans are doing right now to earn an extra \$300–\$500 a month (or more)...

And no, they're not driving rideshares, delivering food, or clocking in at another part-time job.

Instead...

They're using [PROGRAM/SYSTEM], which lets them _____, _____, and _____ without _____.

This is a new opportunity powered by [PLATFORM], a platform with millions of users.

And because there are so many users, they need ways to fund it.

That's why they created a system where everyday Americans can earn \$300–\$500 (or more) every month—and even gain _____—just by posting simple, 60-second videos.

Now, I already know what you're thinking:

"I don't want to be on camera..."

"I don't want to spend hours editing videos..."

Or, "I don't want to do anything complicated."

But hear me out. I'll show you exactly how easy this is—without needing to do any of that.

Here's how it works...

These days, everyone in business talks about changing the world, leaving their mark, and **disrupting everything**.

The problem is...

They'll chase shiny objects, jumping from one idea to the next, spreading themselves too thin.

But if you study the greatest companies in history...

They all started by mastering ONE thing.

Tesla didn't try to disrupt every industry overnight.

They focused on building one revolutionary car.

Google didn't aim to control the internet from day one.

They perfected one simple, powerful search engine.

Amazon didn't start by selling everything under the sun.

They became unbeatable at selling books.

So here's the real question:

What's your ONE thing?

What's the single breakthrough that's going to make people remember your name?

Because the truth is, you don't need to change the world today.

You just need to do one thing better than anyone else.

And from there?

The world will come to you.

THE FORMULA FOR HEALTH/ALTERNATIVE HEALTH ADS: DIAGNOSIS & INTRIGUE - *BE CAREFUL WITH COMPLIANCE*

YOUR ADS SHOULD MAKE THEM FEEL LIKE THERE'S SOMETHING MISSING...

Hi my name is doctor _____

I specialize in [CREDIBILITY DROP]...

Doing [CREDIBILITY DROP]...

And [CREDIBILITY DROP]...

And after treating thousands of [AVATARS] with _____ to finally be able to do _____ without _____... (including myself)...

I've discovered something most [OTHER EXPERTS] won't tell you.

They'll say you MUST:

Do _____

HAVE to follow _____

And at all costs... stick to _____

But here's the truth...

Following that advice only...

Makes you dependent on _____

Keeps you stuck with _____

And never addresses _____

So If you're ready to...

Free yourself from _____

Finally stop _____

And regain your _____

Then you need to know about the only, all-natural solution that treats the root cause of _____...

One that worked for thousands of years before big pharma started pushing _____, _____ and _____ to fill their pockets...

And it's what's known as the [INSERT ALT HEALTH SOLUTION]...

And within days of using it...

You'll finally be able to _____ naturally...

_____ effortlessly...

And _____ completely

The best part?

It only takes just 5 minutes a day to create a life-long transformation in your _____, _____ and _____

And you don't even have to give up _____, _____, and _____ like the [OTHER SOLUTIONS] make you...

I've used this to overcome my own _____ And so have thousands of my patients.

So if you're someone who's tired of _____, having to do _____, or just want a solution that _____

Then all you need to do is click the link below to discover the [ALT HEALTH SOLUTION/MECHANISM]

There's a lot of ways to make money online...

From _____...to _____...all the way to _____

So the question isn't whether or not you can 10...20...30...50 or even 100k a month online...

We both know it's possible because others are doing it...

The REAL question is what's the best way to do it for YOU?

Is it _____?

Is it _____?

What about _____?

Or _____?

2024 passed you by

2024 passed you by and you watched everyone else make money online...

...Some are making \$5,000...

...Others \$10,000...

...And yet others are pulling in \$50,000 to \$100,000 a month...

You see them on Youtube, Facebook, Instagram, and TikTok...

They're not working working 50-80 hours a week, have to talk to customers, or putting up with _____

In fact, all they had to do was _____, _____, and _____....

The only difference between them and you is that they knew how to _____ which allowed them to _____, _____, and _____ without _____

And the reason this works is because for the first time in history _____....

Which means just about anyone, anywhere, regardless of skill, background, and experience can _____

As long as they can _____....

So if you saw 2024 pass you by and you want to _____ in 2025 where you don't have to _____, _____, or _____....

...Then in the next 7 minutes I'm going to show you how you'll be able to _____, _____, and _____.

My name is _____

And I do something differently...

...I don't _____, _____, or _____...

In fact, all I do is _____ that sells _____ where I don't touch _____ or do _____

In fact my total work day is _____ and _____...

The result?

\$50,000 a month with a business...

It's 2025...

And everywhere you look...

...Just about everyone is making money online...

...Some are making \$5,000...

...Others \$10,000...

...And yet others are pulling in \$50,000 to \$100,000 a month...

You see them on Youtube, Facebook, Instagram, and TikTok...

They're not working working 50-80 hours a week, having to _____, or put up with _____

They're not _____, _____ or _____ (exp. Smarter than you)

In fact, they're all doing something anyone can do...

Here's the biggest opportunity you've never heard of...

That has nothing do with _____

Or _____

Or _____

If you've been a [Avatar] for awhile now...

You might think you have to _____

Or that you have to _____

Or that you even have to _____

But one thing you might NOT know is that you can actually _____ without
_____ so you can finally _____

That way...

Instead of _____...you can _____

Instead of _____...you can _____

And instead of _____...you can _____

But that still still begs the question of _____

How do you actually do it?

That's why in the next 7 minutes, I'm going to reveal how any [Avatar] can go from
_____ to _____ within xyz days without ever having to worry about

We're going to talk about how you'll be able to do _____ so you can do

[Insert More Outcome Bullets]

Hi my name is _____ and I use to be in the shoes of most [avatars]....

I was the guy who thought I couldn't do _____ unless _____

I used to think that you had to _____ to do _____....

And I definitely thought I would never be able to do _____ unless _____

But that all change when _____ happened....

And for the first time ever, I was able to _____ without _____ so I
could _____

And as soon as you're done watching this video...

You'll be able to do the same thing, too...

But here's what you need to know first...

Because...as they say...

...What you don't know can kill you...

So listen up...

You may not know that if _____ happens, then _____ will follow...

You may not know that if you don't handle _____ right now, you're destined for _____...

And if you don't understand _____, then you definitely don't realize that _____ will determine whether or not you can achieve _____...

And as a result...

You'll end up just like _____, with nothing to show for all your effort...

But today, we're going to change all that...

Here's how it REALLY works...

In the last few years... everything changed.

From _____ to _____, all the way to _____ – nothing's like it used to be.

Maybe how you _____ had to change too...

Before, you could easily _____....

But now you have to _____.

Before, you could _____...

But these days, you can only _____...

You used to _____, but now you're forced to settle for _____.

And maybe you're one of the many people facing these challenges right now...

Just going through the motions...

Some days feel manageable...

While others, you can barely put one foot in front of the other.

And the real question isn't about your ability to _____...

It's about how long you can keep this up.

Because we both know – if nothing changes soon...

You'll keep getting the same results you've always gotten.

Hi, I'm _____, and in the next 7 minutes, I'm going to share a little-known process that's helping [AVATARS] feel _____ and _____ without _____

[INSERT ADDITIONAL OUTCOME BULLETS]

Most importantly, you'll finally take back control of your life without having to _____.

If you study the world's millionaires and ask them about achieving [OUTCOME]...

You'll hear a hundred different answers.

Some say you need to _____

Others swear by _____

And many insist on _____

But here's the ONE thing they ALL agree on:

If you can't write your entire business plan on a napkin... You don't have a business.

You have a complex machine destined to break down.

Now...

Look around at today's marketing landscape:.

You'll see complexity everywhere...

You'll see 300 slide webinars...

20 minute book a call application forms...

This is all to say...

...When something's too complex, it's almost impossible to execute.

That's why most people end up spinning their wheels...

...Getting nowhere fast...

So If you're stuck right now, then this might be why.

But there's a simpler way...

I discovered it after burning out from all the complexity myself.

A path that allowed me to _____ so I could _____ Without dealing with all the _____

Let me show you how it works...

When it comes to launching your dream business...

Everybody seems to make it seem so simple...

They'll tell you all you need _____, _____ and _____.

But what they WON'T tell you is that you'll also have to do _____, _____ and _____

And just when you think you're getting somewhere...

You realize you also need to _____, _____, and _____.

And it all feels so heavy... so hard... so overwhelming.

And what you thought would be simple... ends up being _____.

I know because I lived this exact story [X] years ago...

I tried _____.

Failed.

I tried _____.

Failed again.

I tried _____. Another dead end.

I TRIED IT ALL... Until I was ready to quit... To give up everything...

Then I asked myself...

What if I did something completely different?

Something that would flip everything I knew upside down?

Something that would free me to do _____?

I had nothing left to lose...

So I stripped everything down... Discovered what worked... Stopped doing what didn't...

And built something new.

Instead of _____, I did _____

Instead of _____, I did _____

Instead of _____, I did _____

And then something incredible happened...

I went from _____ to _____ And eventually achieved _____

[XYZ CAREER] use to be simple...

It use to be where all you had to do was _____, _____, and _____

And that's all it took...

But then the world changed...

The internet took off...

Technology innovated...

And more people than ever wanted to be in the [XYZ CAREER/INDUSTRY] ...

And next thing you know...

Instead of _____, _____, and _____.....

These days you have to do _____, _____, and _____....

Which means you have to either deal with _____ and _____....

The problem is you can only focus on one of those...

So what do you do?

Do you focus on _____ and compromise _____?

Or do you just end up doing _____ and settling for _____?

Either way... you're stuck.

That's why most [AVATARS] are finding themselves burned out, overworked, or even looking for a career change.

I know this because I've worked with countless [XYZ CAREER AVATARS] going through this exact situation.

But there's a small group of [AVATARS] who took a completely different approach...

They've discovered how to do _____, _____ and _____ without _____ By doing the exact opposite of _____

And it has nothing to do with _____ or _____.

And once you discover their method, you'll be able to _____ and _____, too...

Hi, I'm _____ and I'm going to show you a brand new system that lets you do _____, _____ and _____

And I can promise you this because this system doesn't rely on _____, _____, and _____

Instead... It uses [XYZ technology/system/method]...

Not only does it handle _____, _____, and _____ for you... I

t also manages _____, _____, and _____

So you can finally do _____ without _____

And after you're done watching this video, you're going to be able to step into a new era of _____ that's going to free you from _____, _____, and _____

Which means you're going to be able to do _____, _____, and _____

And as a result....

You're going to be able to live the lifestyle of your dreams...

So listen up...

Because the next 7 minutes of this video are going to be most important minutes of your _____ career because it's going to completely change how you approach _____....

Here's a thought that's going to change everything for you...

One that proves, once and for all, that manifestation is real.

And this is crucial for two reasons...

First, it's only when you truly BELIEVE manifestation works... that it actually begins working for you.

And once you believe, you can manifest anything:

Such as _____, _____, or _____

But here's the second reason, and this is where it gets interesting...

Most people never manifest what they want because deep down, they don't believe it works.

Yet look what at they DO believe...

They believe bad things will happen to them

They believe they're stuck with bad luck

They believe abundance will always avoid them

They believe success is for others, not them

And guess what they manifest?

Exactly that...

This is why some people seem to be stuck in an endless cycle of _____,
_____, and _____

But I'm about to break that cycle for you...

Let me prove to you that manifestation is real right now...

Look around you.

Look at the device you're watching this on.

Look at the room you're in. Look at the chair you're sitting in.

Look at your car, your home, even yourself.

Where did it all come from?

Well...Everything started with a single thought.

Think about it..

Every job you've gotten... started with a thought.

Every place you've lived... started with a thought.

Every relationship you've had... started with a thought.

Everything in your life began with a thought.

In fact, every single thing humans have ever created... Started as nothing more than a thought.

Everything in your life began with a thought.

Even YOU started as a thought when you're mom and dad decided they wanted to manifest you...

But here's where most people get stuck...

There's the everyday thoughts... the ones that clutter your mind with worry, doubt, and endless chatter...

And then there are life-changing thoughts... the ones that shape your reality and create your future.

The problem is... most people are drowning in the first kind... Never giving space for the thoughts that could actually transform their lives.

And the difference between them?

That's what determines whether you'll stay stuck... or finally break free.

The secret is learning how to silence the regular thoughts... So the manifesting thoughts can break through.

And once you understand this one simple difference... Everything changes.

That's why I'm about to show you a method that _____, _____, and _____ So you can finally manifest _____ without _____

Because once you have this... You'll never look at manifestation the same way again.

Worldwide, something strange is happening to dogs...

It used to be that dogs could live 20, 25, and even up to 28 years old...

These days they're lucky to see 9, 12, or 15 years old...

It used to be they could run for hours, chase balls endlessly, and play like puppies well into old age...

Now they only can manage short walks, tire quickly, and struggle to get up stairs...

It used to be they could eat anything, heal quickly, and bounce back from illness...

Now we're lucky if they maintain their appetite, recover from simple injuries, or fight off basic infections...

And I'm not referring to strays who receive little attention or care...

I'm talking about well-loved, well-cared-for dogs that out of nowhere develop serious health issues that cut their lives short...

So the question is: what's happening that's causing rapid aging, declining health, and shortened lifespans in our dogs?

Well...

The answer is that dogs have needs that go beyond just normal food, water, and exercise...

And these needs affect their DNA and their health at the deepest level...

And if you don't address that...

Then accelerated aging, organ failure, and sudden health crises can happen...

But today in this video, you're about to discover what scientists are calling [INSERT MECHANISM]...

And it's adding as much as 10 years to dogs' lives everywhere...

It's 2025...

And there's only ONE thing standing between you and your [OUTCOME]...

Your ability to get your message in front of the right people at the right time.

The good news? There's never been a better opportunity to make this happen.

Right now, as you're watching this video:

[XYZ NUMBER] of people are watching YouTube every single day

[XYZ NUMBER] are scrolling through Facebook

[XYZ NUMBER] are active on Instagram

[XYZ NUMBER] million are spending hours on [PLATFORM]

The opportunity is massive...

But here's the bad news...

Everyone knows this.

Everyone wants a piece of it.

And everyone is fighting for attention.

So what's the solution?

How can you _____, _____, and _____ without having to deal with _____?

Well...

There's a little-known method that's allowing [AVATARS] to stand out and get noticed...

Without _____, _____, and _____

And once you start using this method, you'll be able to _____, _____, and _____

Hi, I'm _____, and in the next few minutes, I'm going to show you exactly how this works...

It's 2025 and the most important questions you can ask yourself to make this your biggest year yet isn't _____, _____, or _____...

...It's actually how much did you make last year?...

...and was that how much you wanted to make?...

If the answer is no...

Then what you do this year has to be DIFFERENT than what you did last year...

...Or otherwise you're just going to end up with the same ol' results...

So now ask yourself this...

Are you going to _____ or are you going to _____?

Are you going to _____ or are you going to _____?

Are you going to _____ or are you going to _____?

You see...

What nobody realizes in 2025, is that it's no longer about _____, _____, or _____...

...Because at the end of the day...

All that matters is _____ and _____....

And the moment you realize this...

...is the moment you'll be able to _____, _____ and _____

And that's how I was able to make \$500K last month and close out last year with a nice \$5,000,000...

Without _____, _____, or _____...

And if you watch this video until the very end...

You'll be able to do the same, too...

Let me show you something that might shock you...

These are the real numbers nobody's talking about in online dating.

Right now on Tinder... only 10% of men are getting _____

On Bumble... only _____ of guys get _____

And on Hinge... a shocking _____ of men _____

And here's the kicker...

Studies show _____ of guys didn't even have a single date last year.

These aren't just numbers.

These are the odds.

And right now as you're watching this video...

The odds are stacked against you.

Unless you're _____

Over 6ft tall

Have an 8-pack

Or _____

That's the bad news.

But here's the good news...

You can flip these odds in your favor today.

Even if you don't have _____

Even if you've never done _____

Even if you struggle with _____

How do I know?

Because I used to be that guy.

The guy with zero matches no matter how much he swiped.

The guy who _____

The guy who _____

But that was the old me.

Today?

My dating life looks completely different.

[SHOW MONTAGE]

This isn't some fantasy. This is my life now.

And in the next 7 minutes, I'm going to show you exactly how this can be your life too...

When it comes to being in the top 1%...

There's only a few things you need to be able to do...

And that's being able to _____, _____, and _____...

Until recently...

That was considered 'impossible'...

Because you had to do _____, _____, and _____....

But now thanks to _____, _____, and _____...

It's never been more possible than right here, right now, in this very moment...

And it's all because we're using a set of AI tools to essentially multiply ourselves so we can do _____, _____, and _____ without being held back by _____ and _____.

***Multiply yourself**

As a busy [AVATAR] who has a million things to do...

Wouldn't it be nice to multiply yourself?

So you could do _____, _____ and _____ and not worry about _____?

Just think about how much more you could do...

And how much more money you could make...

Let's say an hour of your time is worth \$\$\$XYZ...

What if you could 10X that?

The reason Jeff Bezos is one of the world's richest people...

It's not because of Amazon Prime, _____ or _____

It's because every time someone decides to sell a product on Amazon...

Amazon gets a piece of that action.

Think about that...

Millions of sellers.

Billions of transactions.

And Amazon gets paid on every single one.

Now, why do millions of people choose to sell on Amazon?

The answer is simple...

It's a win win situation...

These Amazon stores essentially print money.

I'm talking about stores making...10K a month 20K a month 30K a month 50K a month
And some even hitting 100K every single month

And if you want in on that same action...

We can make it happen.

And you don't even have to lift a finger...

Because we can build you an Amazon store that's...

Fully _____

Completely _____

And brings in _____ a month

All you have to do is _____, _____ and collect your payments...

But here's the catch...

Custom-building these kinds of high-profit Amazon stores takes time.

And right now we're able to take on just a few more clients this month.

That's why we need to hop on a quick call...

To map out your store's profit potential...

Show you exactly how much you could be making...

And get you started right away.

The sooner we talk...

The sooner you'll have your own Amazon store bringing in _____

Here's how busy entrepreneurs are losing fat, building muscle, and _____...

Despite not having time, _____, and _____

Because when it comes down to losing weight...

It's not about _____, _____, or _____

It's about _____, _____, and _____

That's why we created the [PRODUCT] that allows you to do _____....

And get results in the least amount of time, least amount of _____, and the least amount of _____...

And this is all made possible due to what's known as [MECHANISM]...

Here's something you might not know...

Every time you get that late-night craving—the one that has you standing in front of the pantry, reaching for sweets you swore you wouldn't touch...

It's not just about willpower. It's about something deeper.

Have you ever stopped to ask yourself where those cravings come from?

The answer lies in your hormones—specifically *cortisol*.

Cortisol is the same hormone responsible for stubborn belly fat, low energy levels, and even sleepless nights.

And get this...

Every time you give in to those cravings, your body learns to lower cortisol through food.

It's like training your hormones to rely on sweets as their “off switch.”

This starts the vicious cycle of yo-yo dieting, energy crashes, and weight gain that feels impossible to reverse.

What's worse...

Over time, your body becomes hardwired to believe the *only* way to balance cortisol is through food.

And that's why so many women—especially those over 40—struggle to lose weight.

Instead of working with their hormones, they end up *managing* them with food.

But here's the good news...

Once you flip the switch and start managing your hormones *without food*, you'll see those cravings disappear, the weight melt off, and your energy come roaring back.

If you don't take control of your hormones, though...

It won't matter how much you work out, cut calories, or follow the latest diet trends.

Now that you know what's really going on...

Here's exactly what you can do about it.

FEAR BASED ADS

ALL FEAR COMES FROM THE UNKNOWN (YOUR ADS SHOULD HAVE THE THEME OF 'WHAT YOU DON'T KNOW' WILL KILL YOU)

Here are the top things men don't know about divorce that end up destroying their lives...

Most don't know _____

They never realize _____

And they're completely blind to _____

But there's another group of men who handle divorce differently...

They manage to...

Keep their assets intact

Protect their _____

And secure their _____

They're able to do this by using a [SYSTEM/METHOD] that's already helped thousands of men get through difficult divorces...

Just like John, who maintained _____ while going through _____

Just like Mike, who protected his _____ even when _____

And Dave, who saved his _____ despite _____

And now, for the first time, this same system has been packaged into a [BOOK/COURSE] that any man can use.

So no matter how difficult your divorce might be...

You can make it through without losing _____

Without sacrificing _____

And without giving up _____

See for yourself on the next page.

Just click the link below to discover how

Still doing high-ticket?

And let me guess...

Still having a hard time getting clients?

Well, If I had to guess...

Your cost per booked call is probably between \$200 to \$400..

Your webinar show-up rates are dropping like crazy...

And you're running out of options.

These days...it's not so simple to do the whole 'high-ticket' thing...

It used to be where you could do _____ while having _____....

It used to be that you could get _____ without _____

And it used to be where you'd always have high-quality leads... credit cards in hand card...ready to work with you.

These days? You're lucky if you can even get _____

That's the reality for most high-ticket business owners.

But there's another reality...

A reality where you're getting paid to acquire high-ticket clients...

A reality where you're getting _____

And a reality where you're also getting _____

All without spending _____, _____, or _____

So if you're someone who wants High-ticket clients at zero acquisition cost...

And you want calls where prospects hand over their credit cards in the first five minutes...

...instead of wasting an hour with tire kickers...

Then let me show you the exact system I've used to generate XYZ in revenue across XYZ different niches...

Take this offer for example...

[SHOW SCREEN OF CASE STUDY/PROOF/SCREENSHOTS]

It was built using this exact method I'm about to show you in the next 7 minutes...

It's pulled in _____ and gone on to do _____

Now look at this other offer in this XYZ niche...

[SHOW SCREEN OF CASE STUDY/PROOF/SCREENSHOTS]

It went on to do _____ -

[CONTINUE]

As a coach, you see it every day...

Whether it's Facebook, Instagram, YouTube, or TikTok...

You get agencies trying to pitch you on _____, _____, and _____

The only problem with working with these agencies?

More often than not...you end up worse off than before...

out of money, out of time, and out of _____

And when you confront them about results?

They hit you with the classic "we'll work for free until it works"

But here's the truth... They NEVER work for free.

Those agencies promising "or you don't pay"?

They hand you a 30-page contract filled with loopholes which will always give them an out...

EVERY. SINGLE. TIME.

So as a coach, what are your options?

You could keep going down that road and keep getting _____

You could try _____ only to end up with _____

Or just give up on growing your business altogether...

But how about this instead...

Instead of dealing with _____, _____, or _____

What if you had a true growth partner?

One that lets you focus on BEING A GREAT COACH...

Without having to _____, do _____, or _____

Instead...

You do what you do best:

Serving your clients...

Getting them results ...

And _____

And we'll do what we do best...

With our combined XYZ years in marketing and sales, we've generated XYZ in results...

And grown and scaled brands across every niche out there from _____ to _____
and _____

We're not only going to create your ads, funnels, and _____...

We're going pay for them too.

That's right...

We're going to put our money where our mouth is and do something that no other agency in this industry has the balls to do...

No catch...No BS....

I'm _____ and this is my partner _____...

We're here so you can...

Do _____ without _____

Scale _____ while _____

And focus on _____ instead of _____

Just take a look at our track record...

Here's a coach from _____ niche that we scaled to XYZ revenue and they didn't have to do anything...

[PROOF SECTION]

Now...

We know this offer is so good...

It's one of a kind...

And you'll never see anybody make this type of offer...

That means everybody is going to want in on this...

Which means we can't work with everyone...

So here's what has to happen so we can do this for you...

You have to have _____, _____ and _____....

And if you have that...

Then book a call with us...

Let's talk and make some money together...

Talk soon.

The biggest lie when it comes to _____ is _____, _____, and _____...

After all...

If that were true, then how is it that _____, _____, and _____ are able to _____?

And the biggest truth that you'll never hear anywhere else is that _____, _____, and _____ so you can _____....

The difference between women who _____ and _____ is _____

So if you're someone who's ready to _____, _____ and _____ once and for all...

Then there's a little known method that's helping thousands of women of all different shapes, and sizes to _____, _____ and _____...

One that allows you to reclaim your _____, _____ and _____ instead of letting _____ control your life...

You see, none of this is an accident...

Not your cravings

Not your _____

Not even your _____

Because It all comes down to what scientists are calling [MECHANISM OF THE PROBLEM]...

A recent study from....

Something interesting happens when you _____

You begin to get tired, fatigued, and getting through a day becomes near impossible without a few cups of coffee or even a nap...

And not mention after lunch when the afternoon slump hits you harder than _____

The reason this happens has nothing to do with _____, _____ and
_____....

BUT has everything to do with _____....

And when you _____, then _____ because once you _____
everything changes...

From _____ to _____, to _____....

Because your body works differently than you think...

You might think that it's designed to run at high speeds every once in a while...

But the truth?

Your body can go harder, last longer, and recover faster than you'd ever believe...

...but only if you make this one simple shift in your morning routine...

And it all starts in the body's mitochondria — the little powercells of the body that
generate all the energy you could ever need...

We all know that when it comes to _____ all you need to know is
_____...

We all know that _____

And we all know that _____

But here's what no one knows that separates the people who make _____
and the ones that go on to make _____

And that is _____ without _____, _____, or

That's why in the next 7 minutes I'm going to show you a little known [PROCESS/METHOD] that [AVATARS] all over are using to _____, _____, and _____...

And has nothing to do with _____, _____, and _____...

My name is _____ and for the past XYZ years, I've been able to _____, accomplish _____ and do _____...

And as a result...

Here's what we've learned after being able to generate 7 million leads for _____

We learned how to _____

We learned how to _____

And we learned how to _____ so we could do _____ - without _____

But the most IMPORTANT thing we learned when it comes to _____ ...

...is that not all leads are created equal...

You see ...

If you go to Facebook then you get _____

If you go to Google then you get _____

And if you go to _____ then you get _____

And that's why the most profitable _____ and _____ are not using doing _____, _____ or _____...

But are instead using little websites that look just like _____

That rank in Google just like _____

And the people that find them are the highest, best, quality leads because

And they never have to pay for _____, _____ or _____ once it's setup and going...

And once you _____, then _____

It's just like having [INSERT ANALOGY] that _____ for years to come...

Making every lead 100% profit...

The only thing better than that...

...Is knowing how to do it so you can _____, _____, and _____

But first have to know how it's done...

And that's where we come in...

[GO INTO DISCOVERY STORY/MECHANISM]

My name is _____...

Until today, we've talked about...

The obvious ways to _____

The typical approach to _____

And the standard path to _____

But today, let's talk about something different...

Something that never gets discussed in [NICHE]...

Which is...

How real _____ is made without _____, _____, And

I call this the 'Secret' side of the [NICHE] game.

It's quietly making [AVATARS] serious money by...
Doing _____

Leveraging _____

And executing _____

All without the usual _____

For example...

Let's take a closer look at the real wealth in this game...

Most people see the millionaire investors and assume they got there the usual way...

Such as doing _____, _____ and _____...

But what nobody notices are their small, massive wins.

Take [AUTHORITY FIGURE]... One small bet - life-changing returns.

Or [AUTHORITY FIGURE]... A single move that made millions.

You see...

That's the truth about [NICHE]...

Big money comes from small, smart moves.

So today, I'm taking you behind the curtain to show you...

How the real money is made...

Where the quiet fortunes are built....

And why the biggest wins come from places nobody's looking

Have you ever looked in a mirror, thinking you look one way...

Then seen a photo of yourself and barely recognized the person?

Or heard your voice recorded...

And wondered "Is that really how I sound?"

That's exactly what happens when it come to [INSERT PROBLEM THEY'RE HAVING IN NICHE].

You think you're doing _____

You believe you're doing _____

You assume you're doing _____

But it's actually the opposite...

Which puts you at a disadvantage...

Which means you're far from being able to do _____, _____, and _____

And It's not that you can't improve...

But's here's the catch-22...

How can you fix what's wrong...

When you can't even see it?

And maybe that's what brought you to watch this video today...

You know something is off...But you don't know what it quite is...

Because if you had _____, you'd be able to _____

If you had _____, you'd be able to _____

And If you had _____, you'd be able to _____

I know because I've been there...

I know what it's like to _____, _____, and _____

But here's the truth about being a man...

Sometimes the hardest part is admitting we need help.

But if we can do that, then that's when everything changes.

That's when we can finally _____, _____, and _____

And if you made it through this video this far...

This tells me something about you...

That you're ready to _____ so you can finally _____ and be free from

And that's exactly what im going to help you do...

Just like how I've been able to help XYZ guy from all walks life do _____, _____
and _____ using a a simple step-by-step process that I'm about to reveal to you
in the next 5 minutes...

...So you can do the same...

Hi, I'm _____

After managing XYZ in ad spend...

Running XYZ ad campaigns...

And completing over XYZ split-test...

Here's just a few things I've discovered that _____ are doing to _____,

_____ and _____...

And that is...

They don't do _____

They don't do _____

They don't do _____

Instead, they focus on three things:

1. They _____ when everyone else _____ This lets them _____ while others waste time on _____
2. They understand that _____ matters more than _____ Which means they can _____ without _____
3. They know the real profit comes from _____ Not from _____ like most people think

The results?

👉 Lower costs per _____

👉 Higher _____ rates

👉 And consistent _____ without _____

Want me to show you exactly how they do it?

Hit the link below and you'll get instant access to my [SYSTEM] that will take you from _____ to _____ in only _____

SURVIVAL OFFER SWIPE

Take a look around...

The world is changing.

You used to be able to _____

You used to be able to _____

You used to be able to _____

But these days...

You have to _____

You have to _____

You have to _____

And this isn't by choice... It's by design.

Look at what's happening...

They're building apartments so fewer people own homes...

They're buying up land to control _____ ...

They're taking over the food supply by _____...

They're making it nearly impossible to be self-sufficient.

But their next target?

It's the most crucial one yet...

The one thing we all depend on to...

Cook our food...

Power our vehicles...

And stay connected and informed...

And that last thing is...

Electricity.

Why do you think elon musk is investing all this money in creating batteries, _____, and _____?

Why do you think Elon Musk is investing billions in batteries, _____, and _____?

Because electricity is the last frontier.

Once they control that... They control everything.

You'll have no choice but to...

Follow their agenda...

Pay for _____

And submit to _____

But there's something they don't want you to know...

Something that goes back to the 1970s... During the Vietnam War...

Every soldier was given a classified manual.

One that showed them how to: _____, _____, and _____

This manual was so powerful, it worked...

Even if _____ happened

Even if _____ happened

Even if _____ happened

So In the next 7 minutes, I'll show you how to use these same forgotten techniques...

Why they've been kept quiet for so long...

And what you need to do before it's too late...

If you're like most women 45+ who have _____ then you're most likely at a point of your life where up to now you've taken care of everyone...

...You supported _____, you took care of _____, you gave back to _____...

...Everyone came first, and you've sacrificed yourself for others...

...And as you've done so, the number one person that matters got forgotten, left behind and became a mere afterthought...

...Always a "I'll get to that later"...

...And that person is you, because now that everyone is _____, it's time to think about what happens to you and what happens for you...

...Some years from today, is life going to be _____, are you going to be _____ or are you going to be _____....

...You're at a time where you have a choice and that choice will determine if _____ or _____ or _____...

If you make _____ choice then it'll be more of the same...

...More of serving the needs of others...

If you make _____ choice, then it'll be _____...

...Trying to figure out how to make it all work...

...or if you make _____ choice...

...It'll mean you can have it all...

...You'll be able to _____, _____, and _____....

So some years from now, you'll look back at this decision and realize that it _____...

...Because it's going to _____, _____ and _____.

It's not just any decision, it's a decision that that changes everything for you...

...and it takes you from putting yourself last to putting yourself first...

...It will take you from _____ to _____...

...It'll take you from _____ to _____....

And it will ensure that you never have to worry about _____ or _____ or _____...

Because you'll be _____....

...And you could be in Italy, _____, and a month after you could find yourself in France _____ and then when winter comes, escape to the Caribbean where you'll _____....

Where you go is up to you...

...The main thing is to be able to do it...

...And the reason you could only dream of that up to now is because _____, _____ and _____...

...And the reason that now you'll be able to turn that dream into a reality is because you'll have _____, _____ and _____ without _____...

...And that's the only thing separating you from _____...

Before now, you had a reason why you couldn't _____...

...And now you don't have a reason why you shouldn't _____...

So...

There's a point in every woman's life where something changes...

...And that something can be very empowering or it can be something that takes us away from all our dreams and hopes and puts them on the back burner...

...For some it's _____, for others it's _____ and yet for some it's _____....

...But regardless of what it is, it always manifests the same in the body...

...The part of the body where intuition lives...

...The part of the body where your ultimate source of trust comes from...

...The part that tells us that we're on the right path...

...The part that warns us something is wrong...

...And it's the part that has served us since we can remember...

...And when that part stops working, then...

...Our source of trust is surpassed, our resilience is diminished next to nothing and next thing you know...

...You're looking at life from behind a glass wondering if you'll ever get to reconnect and experience it all again...

...Our guts aren't there only to digest food...

...It digitizes emotions, it assimilates experiences and it connects us with every part of our being, and when it stops working...

...Everything else stops working...

We have a hard time making decisions...

...We start having a lack of clarity...

...We become directionless...

...And our energy levels plummet...

And the lives we had become mere memories of what it was, and not what it could have been...

...Because by that time, the only thing we can ever hope for is _____...

...My name is _____ and I spent the last 7 years searching for an answer...

...Why is it that so many women over the age of 35 begin to _____, _____ and _____...

...Despite _____....

It has nothing to do with _____, _____ and _____....

It has everything to do with _____....

And once they're able to _____ they go from _____ to _____...

But not only do their lives _____...

...The lives of everyone around them begin to _____....

...Because they can once again become the radiating sun in the _____...

Where before they couldn't _____ now they can _____

Where once it was near impossible to _____, now it's easy to _____...

And where they found _____ now they find _____....

But all journeys of healing begin with a question...

...The question of why...

Why did it happen in the first place...

...Then we'll get to the what...

...What changed for you to _____

...And how you can _____ to _____....

Why you're here has nothing to do with _____, _____ or _____...

It has everything to do with _____...

Closes To Use In VsIs, TsIs, Ads, Emails, Etc

'THE DOUBT' CLOSE

You might have doubts.

You might have doubt that this will work for you

You might have doubt that this is worth it

You might have doubt that _____

You might have doubt that _____

You might have doubt that _____

But you can't let doubt get in the way of your dreams.

Because where you are right now in life is because of doubts.

.

So, let's remove/look at /examine every single one of those doubts together so you can finally see _____...

Here's why this is different and why it'll work for you:

This is different because _____

This is different because _____

This is different because _____

And You might doubt that _____, but here's why that's not true...

You might think that _____, but you most likely didn't consider _____.

Before, you probably _____, but one thing you were missing was _____

I know that you think _____, but have you thought of the fact that _____

[INSERT MORE IF YOU WANT]

Now that you know/can see/realize all this, what's there to doubt other than the fact that it's not really about _____ and that it's all about _____.

Having doubts has held you back long enough and that's why you cant let doubts hold you back from _____, _____ and _____.

You can see how _____

You know that _____

And we both know that _____

So are you going to _____ or are you going to _____

Are you going to wake up tomorrow and _____ or are you going to wake up and _____

Are you going to be someone who _____ or someone who _____

We can replace just about everything except the one we love and time.

So it's time to stop wasting time and _____.

It's time to _____.

It's time to _____.

Not just for ourselves, but for those who we deeply care for, for your _____, your _____ and your _____.

Because once you _____, you'll be able to _____.

CLOSE COPY

As a [AUTHORITY FIGURE], my mission is giving my absolute best to everyone I work with.

That's why my regular fee is \$XYZ.

But because you've shown you're committed to _____, _____, and _____, I want to do something special for you today.

See, I know exactly what it's like...

Dealing with _____

Struggling with _____

Feeling trapped by _____

I've been there.

And that's why I created this [PRODUCT/SYSTEM/PROTOCOL].

It's already helped people like John, who went from _____ to _____.

And Sarah, who finally achieved _____.

Even Mike, who transformed _____.

So if you're ready to _____, _____, and _____...

Here's what I'm offering today...

A one-time XYZ% discount on the complete [PRODUCT/PROGRAM].

When you join today, you'll get immediate access to _____, _____, and _____.

And you'll be able to _____, _____, and _____.

This is a personalized plan designed to help you stop _____, start _____, and finally achieve _____.

No more guessing.

No more _____.

No more _____.

And I'm so confident this will work for you, I'm including my 30-day, no-questions-asked guarantee.

That's right... You get 30 days to try this out on me and while getting it at a SIGNIFICANT discount...

But remember - this offer is only available on this page. Once you leave, this special price disappears forever.

The only thing standing between you and _____ is the button below.

Click it now and get ready to _____.

‘TRULY IMPORTANT’ CLOSE COPY

And if it's truly important to you that you _____, _____, and _____....

...Then what could be more important than to [BOOK CALL/GET PRODUCT/UPGRADE TO UPSELL]...

And here's how I know you'll make the right choice...

You were smart enough to spot _____ when others missed it...

Smart enough to act on _____ when others hesitated...

And most importantly, smart enough to get help when you needed to reach the next level

That's exactly why I know you're smart enough to see the opportunity in _____

Recognize the value of _____

And understand why this is the perfect time to _____

You already know deep down what you need to do...

The only question left to be answered is...

Will you look back on this as the moment where everything _____ for you?

Or the moment you let everything slip away?

'PAID THE PRICE' CLOSE IN COPY:

You've already paid the price...

The price of being unhappy...

The price of hating what you see in the mirror...

And the price of spending far too many years without getting results...

So you're not going to pay those prices anymore.

You're done paying for _____, _____ and _____

And When you look at what we're giving you today with the [XYZ PRODUCT] such as _____, _____ and _____... Plus _____, _____, and _____

A price of \$XYZ is more than fair.

There's always going to be a price to pay for the body of your dreams...

You can either...

Pay with endless trial and error

Spend months figuring out _____

and _____

Or get the [PROGRAM] today for a fraction of what it's worth

But if you don't take action today...

Waking up every day dealing with _____, _____, and _____ Will cost you far more than any price tag could reflect

We're not charging _____

Not asking _____

And Not even considering _____

Instead, it's just \$XYZ

Truth is, we'd love to give this away free...

But every dollar goes towards...

Keeping our team helping thousands daily...

Continuing the breakthrough research into _____...

And ensuring nobody has to face _____ alone...

So you already paid the price for far too long...

And we already paid the price to make this with _____, _____, and _____

So this isn't even a deal...it's an opportunity...

...A chance to step into your new life of _____, _____, and _____

All you have to do is click the button is going to open the door to your new life, new body, and _____

And for the first time ever you'll be able to experience effortless fat loss, eat whatever you want, and _____

Copy to Sprinkle In a Close

It's not about how much time we have...

It's about what we make time for.

And the truth is, we show what matters to us by how much time we give it.

So let me ask you something...

How important is it for you to finally _____?

How badly do you want to _____ without having to _____?

And what would it mean to you to make this happen for _____?

I can't answer that for you.

Only you know what matters most.

But if you're an [AVATAR] who truly cares about _____...

...And making sure _____ happens...

...So _____ becomes reality...

...And practically guaranteeing _____ for the future...

Then we both know how important it is to step up and take action so you can finally _____...

Right now, you have an opportunity.

A chance to make what truly matters happen...

...To turn what's important into reality....

The question is: will you take it?

Miscellaneous Copy & Principles: Emails, Upsells, Ads, Mechanisms, Body Copy

MISCELLEANIOUS EMAIL ABANDON CART SEQUENCE SWIPE

Email 1:

Subject:

Problem with your order

Hey, [YOUR NAME] here...

I noticed you were trying to get access to [PRODUCT], but for some reason, it looks like the process wasn't completed.

Maybe there was an issue with the checkout page...

Or perhaps you decided to think it over...

Either way, I just wanted to follow up and make sure you still wanted access to [PRODUCT].

If you do, we've saved your order!

Just click the link below and you'll be on your way to _____, _____, and _____

[INSERT CTA BUTTON OR LINK]

Looking forward to seeing you inside!

Best,
[YOUR NAME]

Email 2:

Subject:

Your questions answered

Hey [YOURNAME] here again...

And I'm glad you're interested in [PRODUCT].

And because you're considering taking this step toward [OUTCOME], you probably have some questions.

"Who exactly is this for?"

[PRODUCT] was specifically designed for people who want to _____, need to _____, and are ready to _____. If that sounds like you, then you're in the right place.

"How fast can I see results?"

While everyone's journey is different, most of our members start seeing _____ within their first _____. Some even report _____. The key is following the system exactly as designed.

"How does it actually work?"

It's surprisingly simple. We take _____, combine it with _____, and show you how to _____. There's no complicated _____ or confusing _____. Just a proven system that works.

If you have any more questions, just hit reply and I'll get back to you asap.

But If you're ready to [DESIRED OUTCOME], just tap right here.

The sooner you start, the sooner you'll be able to _____.

[SIGN OFF]

P.S. If you're on the fence, remember - you're protected by our 30-day guarantee. You have nothing to lose and everything to gain...

****NOTE: CRUSH BIGGEST OBJECTIONS WITH THIS EMAIL****

Email 3:

Subject Line: We're holding your order for you

Email 4:

USE THIS EMAIL TO GIVE THEM GREAT EXCERPTS/PREVIEW FROM CHAPTERS OF BOOK /SAMPLE OF PRODUCT - ENOUGH TO MAKE THEM WANT MORE!!! YOU NEED TO GIVE THEM A TASTE

Email 5: FREE EXCLUSIVE BONUS

*GIVE THEM A FREE BONUS THAT WASN'T MENTIONED IN THE ORIGINAL STACK.
YOU CAN JUST HAVE THIS READY TO GO IN THE MEMBERS AREA ALREADY.*

MISCELLANIOUS COPY: EMAIL ABANDON CART SWIPE FROM QUIZ FUNNEL

Hey Brandon here...

And I saw you checked out the results from the _____ quiz...

If I'm mistaken or maybe you didn't have enough time to go full through it...you can instantly access your results by tapping here.

But if you did check them out...

Now I notice that you didn't grab the [PRODUCT]...

And that's okay.

Because I suspect that you have your doubts...

That you don't think it's going to work for you...

Or maybe you don't think _____

Whatever the reason is...

I completely understand because many women before you had the same thoughts...

But then they decided to give it a shot anyway...

And I thought you'd be interested in seeing their results...

[INSERT RESULTS]

Now I know the reason this will work for you too is because [RESTATE MECHANISM AGAIN/HOW IT WORKS FOR THEM TO GET RESULTS]]

And once you start using [mechanism], then getting [outcome] becomes easier than ever.

But if you still don't think that it will work for you...

Just reply to this email and tell me why...and I will address any concern or question you have about [PRODUCT]

Or...

Take that first step now.

Click here to join and get ready for a newer, sexier, slimmer you.

[SIGN OFF]

P.S. Remember those results I showed you? That could be you in just [TIME FRAME].

EMAIL SWIPE FOR NEW YEARS

Subject: The most tragic thing that can happen...

Do you know what the most tragic thing that can happen to a human being? The loss of hope.

Do you know what follows the loss of hope?

Poverty.

Poverty of the mind, friends, finances, and every other kind of poverty.

And do you know what people who have no hope do?

They play the lottery.

Hoping that something good will happen for them, even if it's 1 in a billion.

Most never win, but every \$1 they spend is a \$1 spent on hope.

They hope that something will change... That something will happen... That something better will come along... That something will save them.

Somewhere along the way — they lost hope, and in that loss, they lost themselves.

They forgot: Who they were... How capable they are... What they can do... How far they can go...

They forgot they could overcome anything... Climb any mountain... Conquer any challenge...

They forgot they've already won the lottery a million times over...

Because they have everything it takes to get it all and more.

Elon Musk, Bill Gates, Mark Zuck, Thomas Edison, Oprah, and all the other great men and women of the era never played the lottery; they just realized they had won it all along and got to work.

If you're ready to stop hoping and start doing...

Click here to discover [PRODUCT/SYSTEM] >>

To your success,

[SIGN OFF]

INTRODUCING PRODUCT

I'm giving you the opportunity to duplicate the same proven, system that I've used on repeat to generate XYZ\$\$\$ in my business...

All you have to do is plug it into your own business and you'll be on your way to

It's that easy.

It comes complete with every you need from _____ to _____ to _____...all the way to _____...

That way you can _____

This means you no longer have to do _____, _____ or _____

I've done all the work for you so you can get started right away...

Here's how it works...

I call it [INSERT PRODUCT NAME] and it's designed to allow you to go from _____ to _____ all by doing _____

Once you upgrade to [PRODUCT NAME]...

You'll be given my [INSERT PRODUCT STACK FEATURES/BENEFITS/OUTCOMES - I'm giving you the '_____ accelerator' which will allow you to do _____ so you can do more of _____ and never have to worry about _____]

[CONTINUE WITH BULLETS]

With the [PRODUCT NAME]...

You'll have access to a system that less than 1% of [AVATARS] truly have...

It gives you the ability to _____, _____, and _____ without worrying about _____

And when you say YES to this...You're saying YES to [OUTCOME]

And because of this...

It will be your turn to _____

It will be your turn to _____

It will be your turn to _____

Like I said...

All you have to do is follow this step-by-step process inside the [PRODUCT] and that's

it...

But here's the best part...

It's not going to take you months to get results...or even weeks...

Because if you get started today...

You'll be able to fast track your success in only XYZ days...

You'll be able to skip all the overwhelm, doubt, and guesswork...

The only thing you'll be hung up on is why you didn't start sooner...

So if you're wanting to get clients now instead of later...

If you're wanting it to feel easy and effortless instead of an uphill battle...

Then the [PRODUCT] is for you...

MECHANISTIC SETUP COPY EXAMPLE

The reason he won't commit isn't because of _____...

It's not because of _____

It's not because of _____

It's because you're missing this ONE thing...

And once you have it, then you'll be able to get him to commit...

[GO INTO MECHANISM/SOLUTION]

FLIP OVER INTO PROBLEM STATE IN UPSELL PATH EXAMPLE

Now...

This book has everything you need to achieve [OUTCOME]

But here's the truth...

You're going to need to read every page....

You're going to need to take notes on every strategy...

And you're going to need to Implement every step.

Plus not only that...

You're also going to need to master _____, crack _____, and solve _____.

And look...

If you can do all that, then you'll be able to achieve _____, _____ and _____

So It's not a question if the information inside this book works...

Because...we've seen people hit [OUTCOME] in just weeks... Sometimes even days...

But those results?

Most of them came from people who had the luxury of having all the time in the world...all day to focus on this... and life perfectly lined up in their favor...

And let's be honest...

For most of us juggling _____ or _____ or even _____

...maybe that's not realistic...

Unless you had access to an unfair advantage...

...An advantage that allows you to _____, _____ and _____ without _____

And that's exactly why we created [UPSELL TITLE]...

Think of it your shortcut that will allow you skip the learning and go straight to earning...

Because instead of spending months trying to figure everything out...

You'll get access to:

[FEATURE OF PRODUCT] which will allow you to _____ so you can
_____ without _____

[CONTINUE TRANSLATING VALUE OF OUTCOME BULLETS HERE]

Look, you could absolutely take the long road... Read every page... Study every strategy... Test everything yourself...

Or you could skip all that....

Use [UPSELL TITLE]...

And be on your way to _____

It's already helped [NUMBER/TYPE OF PEOPLE] go from _____ to _____...

And now it's your turn.

The best part?

You won't have to sacrifice _____ or give up _____ to make it happen.

In fact, by this time next _____, you could be _____.

YOU CAN'T UPSELL

Brandon here...

First off, congratulations on making one of the MOST IMPORTANT decisions of your entrepreneurial journey.

Even though you might not realize it yet...

By deciding to download the [PRODUCT], you've just set a powerful chain of events in motion.

And as you'll soon see, this decision can change *everything* for you.

Look at what just happened:

You went from not knowing how to _____ to having the tools to do _____, _____, and _____.

You've gone from trying to figure out _____ to now having every detail from A-Z to confidently do _____ and _____.

Not only that, but you'll also be able to _____, _____, and _____.

But here's the truth I've learned...

Even though you now have [PRODUCT]...

Even though you've got [OTHER PARTS OF PRODUCT STACK]...

And even though you have *everything* you need to succeed...

You're still not going to do it.

How do I know this?

Because I've seen it happen over and over again.

You'll read every page...

You'll absorb every _____...

You'll even try _____...

But when the moment comes to take action—to actually do _____, and follow through on _____...

—that knot in your gut will show up.

And then?...

You'll walk away, telling yourself every excuse in the book:

"If only I had ..."

"The timing isn't right..."

"_____ is holding me back..."

But here's the harsh truth...

It's about fear—fear of what happens when you actually succeed.

I know this because I've seen thousands of others in your shoes struggle with the same challenges...

And I've helped them turn it around, find their footing, and achieve success they never thought possible.

That's why I'm making it my mission to make sure you do the same—and go even further.

So by this time next week, you'll wake up, look in the mirror, and barely recognize the person staring back at you.

You'll see all that you've accomplished with _____.

And you'll feel proud, unstoppable, and in control.

Here's how we'll make that happen:

1. We'll _____ so you can _____, which will allow you to _____ without _____.
2. Then, we'll _____ so you can _____, which will help you _____ without _____.
3. Finally, we'll _____ so you can _____, making it possible to _____ without _____.

Do all the above...And that's how I know everything you want can be yours.

Because if you don't do what I just outlined, then let's be honest—we both know you're not going to do it.

But to make sure you *do*, we need one thing...

commitment.

And commitment means skin in the game.

That's why this opportunity isn't free—and it never will be.

Because when you invest in yourself, you're proving that you're serious about making it happen.

So here's the deal:

Typically, I charge [XYZ AMOUNT] for _____, [XYZ AMOUNT] for _____, and [XYZ AMOUNT] for my one-on-one sessions.

But we're not doing one-on-one here.

We're doing this as a group—because there's nothing more powerful than a group of people pushing each other, holding each other accountable, and crushing it together.

At the end of the day, the only difference between a dream and a reality is *action*.

So, are you going to take action? Or are you going to _____?

Are you going to _____? Or are you going to _____?

Are you going to step up and make it happen? Or let this moment pass you by?

Let me know your answer by hitting the upgrade button below.

“YOU DON'T WANT TO PERSONALIZE NEGATIVITY IN COPY...” - ALEN SULTANIC

XXX Negatively personalized Once you turn 35, your hormones change and when that happens, your skin's elasticity decreases. And this is why, your skin can't shrink as much as the scale shrinks in numbers. This is the real reason why most women over 35

end up with loose skin and stretch marks after they lose weight. So that's the bad news...

****INSTEAD WRITE THE FOLLOWING****

Not negatively personalized

Once a woman turns 35, hormones change and when that happens skin's elasticity decreases. And this is why skin can't shrink as much as the scale shrinks in numbers. This is the real reason why most women over 35 end up with loose skin and stretch marks after they lose weight. So that's the bad news...

[and then go into the next section of positivity]

Positively personalized

Now here's the good news, it's possible for to tighten and tone loose skin by giving your skin everything it needs to increase elasticity. And when you start doing this, you'll enable your skin to shrink itself. That's why once we've enabled your skin to do that, it becomes a shortcut to reclaiming your dream body. This is the tight and toned skin system.

STRANGE FACTS IN COPY TO LEVERAGE FOR HOOKS IN SATURATED MARKETS — EXP: WEIGHTLOSS

"The first 20 minutes of any workout is 90% of the results, the rest is only 10% of the results..."

"The first 5 bites of any meal trigger the rest of the appetite for the rest of the meal..."

Knowing the 10% of your workout that delivers 90% of your results means you can train less, eat more, and see faster progress with half the effort."

"Have you ever noticed how some people in the gym focus on so little...yet look amazing? They focus on these things"

* WRITING TO HELPLESS MARKETS PHILOSOPHY w/ EXP:

Helpless market is just afraid of making mistakes because mistakes can have big consequences. Sprinkle in consequences of making mistakes up front to quickly put them in a problem state.

Hey, Brandon here...

In this email, I want to reveal a simple step-by-step process for [OUTCOME].

But first, let's talk about the top 3 mistakes I see people make when it comes to

Mistake #1: _____ This costs people _____ and leads to _____

Mistake #2: _____ This usually results in _____ and wastes _____

Mistake #3: _____ This prevents _____ and ruins _____

Now that you know what not to do...

Let me show you how to do it right, do it _____, and never ever have to deal with the consequences of these mistakes...

Once you follow this process, you can stop worrying about _____, _____, or _____ getting in your way.

POSITIONING TO GET CUSTOMERS TO UPGRADE TO UPSELL VARIATION 1

Now the _____ book is going to help you achieve [OUTCOME]...

But let's be real about what a book can and can't do.

It's not going to be able to _____ for you...

It's not going to be able to _____ for you...

And it's not going to be able to _____ for you...

That's why I created something different...

A live environment where you can peek over my shoulder and see exactly how to _____ in real time.

Think of it as bringing the book to life...

Where instead of just reading about it...

You get to see it happen right in front of you.

POSITIONING TO GET CUSTOMERS TO UPGRADE TO UPSELL VARIATION 2

For some...

Reading the book and learning on their own is enough...

But for others who want to go faster, do _____, and get the most out of _____

I'm personally inviting you to the [INSERT LIVE ENVIRONMENT/WORKSHOP/MASTERCLASS FORMAT]

Once you show up to the first day, here's what's going to happen...

Not only will we show you how to _____, _____ and _____

But we're going to answer all your questions, give you _____, and cover everything from _____ to _____....

SAMPLE OF DIAGNOSTIC ADS

If you're over 40 and your energy isn't what it used to be...

And maybe you've noticed that you're waking up exhausted...

Or you're always feeling _____

And you're dealing with _____

Then chances are your hormones are imbalanced...

And you'll notice other signs too...

Like that stubborn belly fat that won't budge...

Those mood swings that come out of nowhere ...

And that brain fog that follows you around...

Which means...

You can't drop those extra pounds...

You can't seem to _____ anymore...

And you're struggling to _____

That's the bad news.

But here's the good news...

There's something you can do about it ...And it only takes 24 minutes a day.

[CONTINUE]

MECHANISM/DISCOVERY STORY EXAMPLE

Right now if you want to get ahead...

You have to deal with _____, _____, and _____

But here's the problem...

You're going to run out of _____, energy, and hours.

And in this game, running out of hours isn't an option.

But there are only 24 hours in a day...

And you can't create more time...

Or can you?

Because I discovered something that changed everything...

I found a way to duplicate myself.

And it all started with a new innovation in AI tools.

And here was the result...

Before I could only do _____....

Now I can do _____

Before I could only do _____

Now I can do _____

And before I could do _____...

Now that's no longer a problem because I can do _____

And now next thing I know...

I'm able to do _____, _____, and _____

That's how I knew I was on to something...

DIAGNOSTIC AD PRINCIPLES...

Match the experience of what's going in their day to day life...

You should have list of symptoms of the experience they're going through to diagnose (NOTE: BE CAREFUL WITH COMPLIANCE)...

People are more likely to believe that you have the solution if you can point out and describe/reflect their problems/symptoms of problems back to them...

And when you plug these into your ads to get in the mind and start shifting them...

"Have you ever noticed that sometimes when you wake up in the morning that you feel _____, _____, and _____?"