

Problem #1

## Subject line: The problem with only doing o-kay...

NAME,

One of my most favorite psychologists alive, Jordan B. Peterson, said something that really stunned me when I heard it.

*“Who do you think is richer, someone who’s paid \$15,000 a month while working 80 hours/week, or someone who’s paid \$7,000 a month while working 20 hours/week?”*

The math BLEW my mind to smithereens...

Case #1: 15k :  $(80 \times 4) = \$46/\text{hour}$

Case #2: \$7k :  $(20 \times 4) = \$87/\text{hour}$

### **Case #2 won by almost DOUBLE the rate!**

Unfortunately, Case #1 is what usually happens for most entrepreneurs...

If I could tell you something, I'd tell you that “overworking” is a *deadly* syndrome that could kill yourself, your family, and yes... even your business.

To top it off, what if you were actually being *chronically* underpaid for the boatload of work that you do?

*It's a disaster...*

And yet, it's what's actually happening in the real world, time and time again.

I might be biased but I believe that I have a solution for this...

### **The 3 Freedoms Method!**

If you are not earning your full potential and are finally ready to take your situation to the next level then I'm here for you...

[Book a Strategy Call with Me Now](#)

Speak soon,  
Aaron

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Problem #2

# Subject line: Why having a plan does NOT guarantee your success

NAME,

Having a damn good plan doesn't guarantee success -- if you don't actually execute it.

What if Dwayne "The Rock" Johnson gave you the perfect workout and nutrition plan, that if you followed it to the letter you would get into the best shape of your life.

In fact the plan is so perfect that you would get into the best shape possible for your body!

What do you think would happen?

My guess is that very little would happen.

Most people wouldn't get any noticeable results at all simply because they fail to follow the plan.

The question is: "*Why?*"

## **One word: Accountability.**

It means actually EXECUTING your plan.

If Dwayne 'The Rock' Johnson becomes your trainer, held you accountable, guided and encouraged you every step of the way — THEN you would get incredible results!

In my 3 Freedoms Method, I show you exactly how to build a plan that achieves true entrepreneurial freedom.

That means: Time freedom, Financial freedom, and Mind freedom -- all at once.

But for most people, you need *accountability*, or nothing is going to change.

## **I can be your accountability partner.**

NAME, speaking from experience, this is the ONE thing that holds many entrepreneurs back from ever achieving the ultimate entrepreneurial freedom in their business & life...

This is my gift to you, and I hope you'll take it.

Book a free Strategy call with me, no strings attached & no obligations required from your side. Besides diagnosing the solutions for your business, we can talk about working together and see how it might work.

[\*\*Book a Strategy Call with Me Now\*\*](#)

Speak soon,  
Aaron

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Analogy

## Subject line: Stop hacking away with a blunt axe.

Remember that old parable where there are 2 man on a race to cut down trees?

The first man, a young fella, starts right away by hacking at trees left and right, sweat quickly pouring down his forehead, veins popping, eyes bulging.

The second man, an old man.... Starts by calmly sharpening his axe.

*Kaching. Kaching. Kaching. Kaching. Kaching.*

That's all you hear from him for the first 15-minutes.

And then the old man got to work...

What do you know, by the time they reach the 1-hour mark, they compared their results.

Whoop-de-doo!

The old man won by a landslide. He cut down a whole lot more trees than the young fella.

The young man then asks, "Gramps, how the heck did you cut down more trees, when you spent the first 15-minutes of our race doing... nothing?"

The old man replied, "Not nothing. I was sharpening my axe. You spent an ungodly amount of time & energy hacking away with a blunt axe. That's why you lost."

...

Pretty good parable, right?

NAME, this is an excellent analogy for entrepreneurs...

If you are ready to sharpen your Business Axe, book a call with me now.

[Book a Strategy Call with Me Now](#)

To helping you cut down more obstacles in less time,  
Aaron

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Fear

## Subject line: Running a business is really, really, really demanding.

NAME,

### **Running a business is really, really, really demanding.**

It's one of those unique statements that only a fellow business owners could *truly* understand...

Which is why if you're who I *think* you are, you'd pretty much be nodding vigorously to that statement...

(If not, just think back on the last crisis that you got through... feels like you're a real-life superhero, right?)

Which brings me to the point...

If you're stuck in a plateau, meaning you've had a business goal in mind but have been struggling for quite some time now to achieve it... then you need to find a way to break through ASAP.

And I have just the right breakthrough-method for you.

The method is called the 3 Freedoms Method, and I believe it's a must-do activity for any entrepreneurs who wish to reach the point where they're able to say: "*Geez... all the years I spent building my business was tough. But I am glad I did it, because looking back now, I can say that it's all worth it.*"

I can help you personally, starting with a **1-on-1 Strategy call** with me.

[\*\*Book a Strategy Call with Me Now\*\*](#)

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Speak soon,  
Aaron

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Misconception #1

# Subject line: What everyone gets wrong about business coaching

Business coaching is not about getting in a room with some old, bald guy, listening to him talk about the “6 Sigmas” or “4Ps of Business”...

It's not about letting some stranger take over the way you do business...

And it's definitely not about bragging to your friends that now your business uses fancy “consultants”...

NAME, as you know, my name is Aaron Smith, and I'm a business coach.

Today, I want to talk about the reason why 99.9% of all top-performers in every field in the world all have coaches behind them. Including ALL the top entrepreneurs in the world.

The best analogy I can give you is this. It's like asking an athlete: *“Why do you have a coach? Can't you just practice by yourself?”*

Of course not!

Because although these coaches do not actually *do* the work for them, they're invested in their success. Their whole job description is about getting them to succeed. And succeed *fast*.

Here are 3 rock-solid reasons why you should consider using a business coach:

- Success starts with a crystal-clear Vision of what you want your business to be. Having a business coach can be extremely beneficial as you can rely on them to help you build a Vision for yourself & your business.
- Next, you need a good, well-thought out plan to get you from where you are NOW to WHERE you want to be. . A great business coach will play the Devil's advocate and help you find the holes in your plan, thus directly increasing your chance of success.
- Lastly, and most importantly... having a business coach means you have the **Accountability** you need to actually EXECUTE the plan.

I'm currently offering a 100% FREE business Strategy Call for anyone who's serious about growing their business & optimizing their fullest potential.

Are you one of them?

[Book a Strategy Call with Me Now](#)

Speak soon,  
Aaron

Misconception #2

## Subject line: The best investment you can make for your business

### **Growth, growth, growth.**

That's all you have in your mind, when you think about your business.

On days when you work, the first thing you do every single morning is ask yourself, "*What do I have to do right now to grow my business & have it realize its fullest potential?*"

**[Hint: It's not about systems. It's not about cutting costs. It's not about spending more money on advertising.]**

NAME, I believe one of the *best* investments you can make in your business -- regardless of your current condition, is to get the advice of an expert.

This one investment could help you break through of that plateau phase of your business, work less (while earning more), and gain 100% from life.

I usually charge a few hundred dollars for a strategy call, and so does any other coach worth their salt.

How much do I charge?

**Well, right now it's currently 100% free.**

I'm not kidding.

I have a goal to help 500 NZ businesses grow this year, and to get the most traction possible I've decided to offer free strategy calls for business owners and CEO's who have watched my free training video of the 3 Freedoms Method.

Freedom is, after all, what you're aiming for... right?

If so, I can't wait to help...

[\*\*Book a Strategy Call with Me Now\*\*](#)

Speak soon,  
Aaron

Scarcity

## Subject line: NAME, you're in a race against time.

**NAME, did you know? You may be in a race against time.**

Maybe you think I'm exaggerating. I'm not.

I believe that when it comes to realising your business's true potential, there's an invisible time limit that you have to avoid *at all costs*.

Because once you cross that line, your chances of success in business goes way, way lower...

Of course, the threshold is different for everyone.

How do you know when time is up, it's when all of a sudden, the 'entrepreneurial fire' in your heart flutters and dies. (This is what people call a 'burnout'.)

**All this to say: Every minute in business that you have right now, you've GOT to make it count.**

Ready to create a strategy to win this race — once and for all?

[\*\*Book a Strategy Call with Me Now\*\*](#)

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Aaron