

## Series of 4 AWeber Emails

### Email #1 (function: content)

#### Subject: The #1 Secret to Building Wealth Through Business Ownership

Dear (firstname),

Thank you for taking the first (and most important) step - you expressed your desire to improve your business, to grow your business, and to grow the value of your business.

I love people like you!

You're a "mover", a "shaker", one of the rare souls who take charge and *get stuff done!*

Most people have a vague desire for wealth but never take any action. But you're not most people, are you?

I get asked nearly every day about my secrets for growing a business quickly so it can be a perpetual cash-generating machine, or sold for millions of dollars.

Would you like to know my #1 secret? If I tell it to you, will you do it? Let's find out...

The single most important part of achieving any wealth or business goal is to ***allow yourself the luxury of really imagining or envisioning what you will do with all that wealth.***

Does that seem too simple to you? Well, the best answers in life are usually the simplest answers, and this one is no exception.

When you allow yourself the luxury of "going there" to really imagining your future lifestyle - the things you would buy, the places you'd visit, and the people you would surround yourself with, the home you'll live in, etc., then you are giving yourself the gift of motivation, inspiration, and you are cultivating a burning desire.

Every business owner faces tough times. Those who have a burning desire and hold to their vision (as they execute a sound business strategy) eventually exceed. Some sooner than others, but all of them succeed eventually, including you. It's my job to make that happen sooner, not later.

Of course, you must have a plan, and execute it, but the most fundamental is the burning desire, the belief that it can be realized, and the vision to imagine it in detail, so that ***your vision keeps you going when the going gets tough.***

Those who fail to cultivate proper inspiration and motivation – those who do NOT have a deep burning desire to succeed eventually fall by the wayside, and don't have the motivation to get back in the game, to execute their plan.

So in your mind's eye, fast forward to the life of your dreams, imagine it, see the sights, smell the smells, feel the feelings, *as if they were already true.* That is what all successful people do, and I challenge you to do it too.

Don't discard this nugget of wisdom because it's free, or seems too simple. Don't be cynical or jaded, just imagine as often as you can, at least twice per day, and particularly when things don't seem to be going your way.

Dedicated to Your Success,

Tom Poland

PS: I will be bringing you more of my proven secrets to growing your business to create wealth in future emails. And they will be specific business tactics, so make sure you add [[info@8020BusinessWealthClub.com](mailto:info@8020BusinessWealthClub.com)] to your contact list, address book, or "white list". You won't want to miss them, so do it now while it's fresh in your mind.

## **Email #2 (function: content)**

### **Subject: Your Single Most Important Possession is at Risk!..**

Dear [firstname], I have proof that your single most valuable possession is at risk. What is it?

Time. *There is a vast conspiracy to rob you of your precious time.*

Consider anything of value in your life - if you don't have time to enjoy it, then you might as well not even have it. Time is the great enabler of life's pleasures, and the great equalizer: All of us, from the wealthiest CEO, to the humble beggar, you and I only get 24 hours in a day. And those hours are at risk.

You have big plans, dreams, and aspirations, and the sooner you achieve your goals, the sooner you will have the free time to truly enjoy them to the fullest extent possible.

Of course, you have some time now each day to enjoy what truly matters to you, but you have to prioritize properly so that you devote time to what really deserves your attention. Ignore everything else.

Do not let people (including employees) steal your time. Do not squander your time on non-income producing business tasks. Your time is precious.

If you work diligently, executing a tactically sound business plan without wasting time, you will soon have the success you want, the wealth you want, and then you will be able to focus almost continually on what is most important to you.

In the meantime, guard your time at least as diligently as you would guard your wealth. If you need a reminder, buy a "countdown clock". Take a guess at how many good years you have left, convert that into seconds, and set the countdown clock. As you see those precious seconds ticking away, you will realize that your time is your most valuable possession.

Here is a link to an online countdown clock: <http://www.7is7.com/otto/countdown.html>

Estimate your "departure" date, and see how many days, hours, and minutes you have left. It's not as many as you might think.

The sooner you become financially independent and free of the day to day running of your business, the sooner you can stop guarding your time, and just start living.

Dedicated to Your Success,

Tom Poland

PS: According to my countdown clock, I have [X] number of hours left, and it is my privilege to spend some of those hours helping you to achieve your wealth and business success through the 8020 Business Wealth Club. If you would like to achieve success in less precious time, click this [LINK](#) now.

### **Email #3 (function: testimonial)**

#### **Subject: How to Get Off the Hamster Wheel**

Not too long ago I got an email from a client of mine, named Mark Champion. Is that a great name, or what? Mark is a good guy, and I had enjoyed working with him on his franchise business called Cheapskates, which is in the skating and youth clothing business.

What Mark said in the email really made me feel good because it was an unsolicited testimonial.

The essence of what he said was that before he joined one of my coaching programs, he was bogged down in operational issues that left him zero time to do any kind of strategic planning and no time to build the value of the business.

Now he is “flying” and making incredible progress, every coaching session nets him two or three critically important things that he can do in his business, and what really caught my eye was he said he now *“Now I know that I am building value in my business!”* He went on to say: *“For anyone who is a business owner and who is serious about making their business worth millions ... then you should seriously consider Tom's program!”*

Now Mark gives me a lot of credit for helping him fix his most pressing issues and get his business on the right track so he can eventually sell his shares in the company, and retire. *But he's wrong!*

From my perspective, Mark gets all the credit! You see, Mark had many challenges to deal with, but he took the time to research a business coaching program, and most importantly, he took action in the face of uncertainty!

So many business owners are in a similar situation. As Mark put it, he felt *“like a hamster on the running wheel, just going around in circles”*. But despite not being sure, and not knowing if my coaching program would be right for him, he took a chance and did something about it - **he took action!**

So Mark, if you're reading this, thank you for the kind words, but give yourself a pat on the back for taking action in a situation where many business owners would not change, would do nothing, some even throw in the towel and give up.

I never want to try to sell anyone on my coaching programs. I just like to present the facts, share the results that some of my other clients have received, and let business owners make their own decisions.

I'm just glad he found me and allowed me the privilege of sharing some of the business success secrets that I have learned over the years.

If you share some of Mark's feelings from before he joined my coaching program... if you feel like you are on a spinning wheel with no easy solution or "exit strategy", then consider a business coaching program. I can't advocate anyone else's programs but my own, because results are backed by money-back guarantee, and not everyone offers that.

I offer a money-back guarantee because you don't need any more risk and I want to make it as easy for you as possible. Take action now, like Mark did, to [LEARN MORE](#) about my business coaching programs.

Dedicated to Your Success,

Tom Poland

PS: Mark was enrolled in one of my high-end programs, but I have a much more affordable option that you may want to consider. It's called the [8020 Business Wealth Club](#). It costs less than two dollars a day, and your results might be shocking, so take action, and investigate if it is right for you and your business.

#### **Email #4 (function: salespitch)**

**Subject: I Think He Knocked Out Two of His Teeth!...**

I saw something very interesting yesterday while running errands. About twenty teenage boys were congregating outside of a store downtown, gathering for some kind of extreme sports event, and they were taking a group photo before they headed off to the event. *Their energy was high, you could feel their excitement!*

There was just one adult trying to keep this very rowdy group of boys under control, with limited success. Right as the adult was about to snap the photo, one of the boys, in his excitement, tried to impress his friends by doing a standing backflip. But he didn't leap hard enough.

**He landed on his face so hard that the sidewalk reverberated with a loud "THUNK!"**. A collective *WHOOAHHH!* Arose from the group of boys!

When the crowd cleared a little bit, I saw the boy was bleeding badly from his mouth, and he may have may have knocked out a couple of teeth. It was hard to tell because there was so much blood. It was shocking, unexpected, and I felt bad for the kid.

As I finished my business and was leaving, I looked to see how the boy was faring, and I was surprised by what I saw.

Not only was the boy (who couldn't have been more than fifteen years old), *not crying*, but he was smiling and laughing as he assessed the damage to his mouth in the reflection of a friend's mirrored sunglasses.

The bleeding had mostly stopped, and he was trying to figure out if he needed medical attention or not. He had pulled himself together, and was taking stock of his plight, but he was in a good mood. I was

impressed. Not only was he not crying, and not feeling sorry for himself, but he was assessing the situation and looking to salvage the rest of his day with his friends, perhaps trying to look tough in front of the other boys, but he doing a good job of it.

What does this have to do with you? Everything.

As a business owner, you're going to take some hard hits – that just comes with the territory of being a business owner. Some of them come “out of the blue”, and some of them will be your fault - by not properly assessing the risks and executing accordingly before you take a leap - like the boy with the bloody mouth.

I have dedicated my career to helping business owners like you grow their business, achieve more than they ever thought possible, and sometimes even sell their business for millions of dollars. In my experience, business owners don't always have a plan. And doesn't always go according to plan even if there is one! I can help you to:

- Set your targets
- Create your plan
- Assess the risk of taking a “leap”
- Execute your leap properly so you don't land on your face
- If you don't hit the target just right, to help you get up, brush yourself off, assess the damage, and help you get back on track.

That's what the boy did, and that is why I was impressed. Not every 15-year-old kid has that kind of guts, and frankly, not every business owner does either. But like that kid, I suspect you are different.

The boy just needed someone to “spot” him, and he could have avoided the whole bloody mess, and that's what the 80/20 Business Wealth Club is designed to do for you and your business.

I've spent the last fourteen years coaching over 1,476 business leaders like you, from 56 different industries and from 4 continents, on how to create and execute market winning strategies so they can achieve their goals.

You can be next. I have created the 80/20 Business Wealth Club to help you succeed, without falling on your face, *for less than two bucks per day*.

It is a very affordable way to begin preparing yourself for a level of success that you have always wanted. Space is limited, and so is the nominal introductory price.

There is a long list of benefits that far outweigh the small investment, so consider the benefits by clicking [8020 Benefits List](#).

Sincerely,

Tom Poland

PS: This program is the least expensive way to get one-on-one access to me and learn all eight of my proven wealth building strategies. But space is limited so hurry. Here's the link once again: [8020 Benefits List](#).