

Launch Kit Email Sequences

Below you'll find **2 email sequences** for the funnels that form part of the Launch Kit. You can adapt these emails to fit your offer and story.

In each email we try to **add value** (by telling a story, answering an objection, giving away free content, etc)

These emails serve as examples that you could use for your own launches. Feel free to use them/adapt them as you wish.

Note that emails are sent on **every second day of the launch**, with the **final 2 closing emails being sent on the same day** (one in the morning, and the next in the evening).

Email sequence #1: "Business Coach: Turn 1h of work a week into \$2,000 a month"

This email sequence sells an online course

Email 1: Opportunity

(there is a something new, go check it out)

Subject: Turn 1h of work a week into \$2,000 a month 🔥

Body:

My coaching clients used to pay me **\$1000 per month for just 2 hours of coaching:**

2 clients x 2 hours of coaching = 4 hours of work per month = **1 hour of work per week**

2 clients x \$1000 = **\$2000 per month**

This system was allowing me to make **\$2000 per month for just 1 hour of work per week**, how great is that?

The trick is that I didn't take on more than 2 clients at a time because I prefer to develop revenues to generate automatically.

So I've created a course to **help you achieve the same result**, even if you're starting from scratch!

The main benefits of the course:

- My method to **selling products at \$6000 and more**

*(this method allowed me to sell one month of web marketing consulting for **\$20 000**)*

- The **3 questions** to ask to sell products at \$6000 and more

(I "stole" these questions from a Canadian coach whose company makes \$20 million a year in sales).

- How to get paid **\$500 per hour** even if you are a **complete beginner**

(I will explain how much you can sell from the start and how to increase your rates to reach \$500 per hour before tax)

- The method to bring your future customers to success

(I have 100% success with customers of my offers at \$6000, and in the course I show you how I do it)

And as a bonus, I will show you **2 case studies of customers who paid me \$6000** to double the turnover of their online businesses in 3 months

[Click here to get FREE ACCESS to the first video that explains the system that allowed me to earn \\$2000 per month by working 1 hour a week!](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

Email 2: answer an objection

(the promise is so bold in email 1 that in the second email we answer the objection: how is it possible to make \$2k per month by working only 1 hour per week)

Subject: 1h of work a week into \$2,000 a month: How is that possible?

Body:

In my courses I only promise **results that I've gotten myself**

My coaching clients used to pay me **\$1000 per month for just 2 hours of coaching:**

2 clients x 2 hours of coaching = 4 hours of work per month = **1 hour of work per week**

2 clients x \$1000 = **\$2000 per month**

This system was allowing me to make **\$2000 per month for just 1 hour of work per week**

*(That was at the beginning. My most recent coaching client was paying me €750 per hour, that's **\$900 per hour**)*

So I've created a course to **help you achieve the same result**, even if you're starting from scratch!

[Click here to get FREE ACCESS to the beginning of the course](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

PS: Don't worry if you're starting from zero, because in my course I'll explain how you can get started with lower fees and raise them as you get more experience and more success stories

[Click here to get FREE ACCESS to the first video that explains the system that allowed me to earn \\$2000 per month by working 1 hour a week!](#)

Email 3: tell a story

(I explain how I landed a \$20k consulting gig with the method that I teach in this course: this helps me build the value further for my offer)

Subject: This method made me land a \$20k consulting gig 💰

Body:

Like I always say, **I'll only ever promise results which I've gotten myself**

In our new course, I teach the method that was allowing me to earn **\$2000 per month for just 1 hour of work per week**

So, what if I told you that this same method made me **close a \$20,000 sale** for a consulting gig?

(and it only took me one month of work)

Let me explain:

In 2014 I read a book that inspired me to **become a business coach**

Within **that same year**, I met a client who wanted to launch her offline business online.

After a 1h30 Skype call, I decided to offer her my services for **\$20,000**

And after some deliberation, **she accepted my offer!**

Through a simple call, I closed a sale for a \$20,000 consulting gig.

If I could do it, you can too. That's why I've put together a course to **help you obtain the same results.**

For a limited time, you can still get FREE ACCESS to our brand new course and learn about the "High Ticket" method to **sell very expensive offers** to your coaching prospects.

[Click here to get FREE ACCESS to the first video of our new course!](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

PS: Don't worry if you're starting from zero, because in my course I'll explain how you can get started with lower fees and raise them as you get more experience and more success stories

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Email 4: announce a new bonus (and answers an objection)

(we know some people might think “ok but how can I coach my clients to success?” so we have added a cheat sheet that explains the process we use to help our customers double their business in 6 months or less)

Subject: Get the cheat sheet to DOUBLE any online business in 4 steps 🚀

Body:

In 2014, I learned the "High Ticket" method that made me sell **two \$6000 coaching programs**

My first client had a personal development blog about fighting anxiety that was making roughly **\$1000 per month**

(it was getting 2500 visits per day)

With a few small tweaks, we **doubled the opt-ins to his email list** from 25 to **50 per day**

After one month, he was making **\$100 per day** by selling his product through an automatic email sequence

In just a few weeks, I helped him increase his revenue from \$1000 to **\$3000 per month.**

(he also launched a second product and made another \$10 000 in turnover)

This is all thanks to the 4 steps that I follow to double (or triple) **any online business**

In our new course, we provide you with a **bonus cheat sheet** that explains the **4 action steps to double your clients' businesses**

Plus, for a limited time, you can still get **FREE ACCESS** to the first video of the course and learn how to make **\$2,000 per month by working just 1-hour per week** as a business coach

[Click here to get FREE ACCESS to the first video of our new course!](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

PS: Tolkin joined our course and here is his feedback:



Tolkin Yunusov

Thank you for the course. Bought it this morning! It's amazing. Watched the videos, made notes, created a mindmap. Even though it is only 1hr 26 min. I spent the whole day learning and adjusting it to my business. Thank you! Do you have any other courses? **Aurelian Amacker**

[Click here to get FREE ACCESS to the first video that explains the system that allowed me to earn \\$2000 per month by working 1 hour a week!](#)

Email 5: storytelling

(in this email we tell the story of a customer who got great success from my coaching)

Subject: How this client DOUBLED his revenue and quit his 9-5 🔥

Body:

When I started as a business coach back in 2014,
I helped my first client **triple his revenue in just a few weeks**

My **second client** had a blog about fitness, he was making
\$1000 per month in turnover

(his blog didn't have a lot of traffic, only 500 visitors per day)

We laid out a plan to double his revenue in 6 months. His blog
was only getting 3-5 opt-ins per day, so I told him it was
going to be a tough journey

After optimizing his newsletter, I helped him increase the opt-ins
to his blog from 5 to **20 per day**

We also set up a calendar of promotions, he started launching
new products monthly along with his existing products

And the **results were phenomenal,**

his blog went from \$1000 to \$2000 in revenue per month in **just 3 months**

*(he also started using my high-ticket method to sell a **\$450 coaching program**)*

He was able to **quit his 9-5 and fully commit to his passion**, here's the email he sent me halfway through the coaching program:

Hi Aurelian

Last month I told you that I had my best month of 2014 (\$1600).

Today we are only halfway through the coaching program and our initial goal has already been achieved: my business has doubled.

(My turnover exceeded \$2000 in January WITHOUT having released a new product).

Maybe you should rename your program 'Double your business in 3 months' or 'Quadruple your business in 6 months'.

In any case, I am going to quit my job, live off my passion and spend more time with my family.

The best part? All we had to do was apply the 4 steps that I follow to double **any online business**

In our new course, we provide you with a **bonus cheat sheet** that explains the **4 action steps to double your clients' businesses**

Plus, for a limited time, you can still get **FREE ACCESS** to the first video of the course and learn how to make **\$2,000 per month by working just 1-hour per week** as a business coach

[Click here to get FREE ACCESS to the first video of our new course!](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

PS: if you're starting from zero, don't worry because in my course I explain how you can get started with lower fees and raise them as you get more experience and more success stories

[Click here to get FREE ACCESS to the first video that explains the system that allowed me to earn \\$2000 per month by working 1 hour a week!](#)

Email 6: introduces new bonus

(with this email I'm continuing to add **even more value** to the initial offer)

Subject: Get this lead generating website that's making \$20k per month 💰

Body:

When I was still a business coach back in 2014,
I guided my first 2 coaching clients to success

(by the end of their programs I made \$12 000)

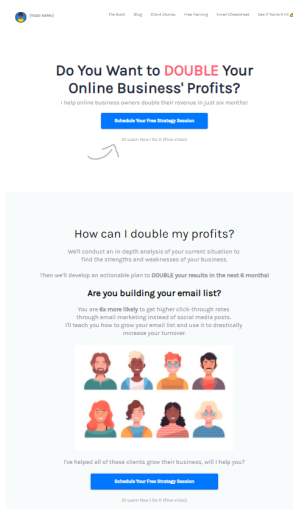
Recently I was approached by a conversion specialist
who offered me his consulting services for \$6,000

(It was for just 4 calls over 1 month)

I realized that he was using the **exact techniques** that we teach
you in our new course

I declined his offer, but I'm sure that he was making **\$20,000 per month**
with this method

We've created a template based on his website that you can use to
generate leads for your coaching business:



You'll be able to **build your** high-converting lead generation website
with just one click

The template includes:

- 9 fully customizable pages
- Multiple lead capture pages
- A page to generate strategy sessions
- A fully operational blog

Take action now because the offer ends TOMORROW at midnight

For only \$7, you'll get access to the entire course and learn how to make **\$2,000 per month by working just 1 hour per week** as a business coach

[Click here to get access to the course for only \\$7!](#)

Kind regards,

Aurelian Amacker

Founder of systeme.io

PS: if you're starting from zero, don't worry because in my course I explain how you can get started with lower fees and raise them as you get more experience and more success stories

[Click here to get access to the course that shows you how to earn \\$2,000 per month by working 1 hour per week as a business coach](#)

Email 7: announces the end of the launch

(It's important to invoke a sense of urgency in the reader with the closing emails)

Subject: ● Your chance to get a \$490 discount expires at MIDNIGHT

Body:

Tonight at MIDNIGHT we will remove access to our online course:

Business Coach: Turn 1h of work a week into \$2,000 a month

The main benefits of the course:

- My method to **selling products at \$6000 and more**

(this method allowed me to sell one month of web marketing consulting for \$20 000)

- The **3 questions** to ask to sell products at \$6000 and more

(I "stole" these questions from a Canadian coach whose company makes \$20 million a year in sales).

- How to get paid **\$500 per hour** even if you are a **complete beginner**

(I will explain how much you can sell from the start and how to increase your rates to reach \$500 per hour before tax)

- The method to bring your future customers to success

(I have 100% success with customers of my offers at \$6000, and in the course I show you how I do it)

Take action now because the offer ends **tonight at MIDNIGHT**

For only \$7, you'll get access to the entire course and learn how to make **\$2,000 per month by working just 1 hour per week** as a business coach

(this is less than 2% of the usual \$497 price)

[Click here to get access to the course for only \\$7!](#)

Here's to your success!

Aurelian Amacker

Founder of systeme.io

Email 8: final email

Subject: ⚠ ATTENTION: final hours to take advantage of the \$490 discount!

Body:

There are **only a few hours** left to get access to our new course:

Business Coach: Turn 1h of work a week into \$2,000 a month

For only **\$7** you can get your hands on the system that allowed me to earn **\$2,000 per month by working 1 hour a week!**

(this is less than 2% of the usual \$497 price)

The main benefits of the course:

- My method to **selling products at \$6000 and more**
- The **3 questions** to ask to sell products at \$6000 and more
- How to get paid **\$500 per hour** even if you are a **complete beginner**
- The method to bring your future customers to success

Plus, you'll receive a set of **actionable resources** that you can use to kickstart your own coaching career!

Take action now because the offer ends **at MIDNIGHT**

For only \$7, you'll get access to the entire course and learn how to make **\$2,000 per month by working just 1 hour per week** as a business coach

[Click here to get access to the course for only \\$7!](#)

Here's to your success!

Aurelian Amacker
Founder of systeme.io

Email sequence #2: “The Financial Freedom Formula”

This email sequence sells an online course

Email 1: Opportunity

(Here are the steps that made me a millionaire, come and check it out)

Subject: How I became a multi-millionaire (3 steps)

Body:

Today my net worth is **over \$20m**

(I own about \$2,5m just in real estate)

Yet, I started from **zero**

(I was raised by a single mom and I grew up in a tough neighborhood north of Paris)

So how the hell did I get there?

3 steps to becoming a millionaire:

Step 1: Grow your own value

When I was 24, I discovered self-help books and I started improving my skills (communication, persuasion, etc)

I learned **how to get a raise**

(I even invested \$200 to attend a workshop on this exact topic)

I started **learning English**

(I didn't speak a word when I left school, and today I speak 4 languages)

Step 2: Become an entrepreneur (and get out of the rat race)

At 27, I went to **Australia** and started my first business

I have since then started 3 businesses - which have all been very successful

(I have a simple, yet super effective strategy to limit the risks of failure)

Step 3: Start investing

6 years ago, I bought my **first property**

Today I own about **\$2,5m** in real estate

(I have 6 properties in 3 different countries)

I also invested in my business and today it is worth **over \$20m**

I also learned about the **stock market**

(I'll show you where most people go wrong, and how you can do better)

And now, I have created a course that teaches you **everything I learned** on my way to becoming a millionaire

(there are 5 videos - 2h30 in total)

For a *limited time only*, you can get it for **just \$7**

[Click here to get access to the entire course](#)

It's not magic - success takes hard work and dedication,

but you'll learn all the strategies that helped me succeed, and it'll help you too!

[Click here to get access to all the strategies that I've learned on my way to becoming a millionaire](#)

(no risks - 100% satisfaction guaranteed)

Here's to your success!

Aurelien Amacker

systeme.io founder and CEO

Email 2: Answer an objection

(There are so many courses promoting the idea of becoming a millionaire, with this email we answer the objection that mine is just another “generic” course and show that my methods can help you achieve the same results)

Subject: A course about becoming a millionaire? Really? 🤔

Body:

When I started as an employee, I bought a \$2 second-hand book called *How To Make More Money*.

(the title intrigued me - how could it not?)

In this book, there were two pieces of advice:

- Learn **English** *(because it's not that difficult and will open a lot of doors)*
- Move to a **sales position** *(because you can get paid more)*

So I did exactly that.

I started learning English (as I couldn't speak a word of it when I left school)

And I left my job as a systems administrator to move to a sales position with another company

(but it didn't last very long, as they let me go after 5 months)

Since I was unemployed, I decided to go to Australia where I ended up **starting my first business**

(and saving \$50,000 after 2 years)

Since then I have:

- Learned **2 more languages** (*Spanish and Portuguese*)
- Launched 3 online businesses (*one is currently generating \$300,000 per month*)
- Invested in real estate (*bought 6 properties, with a total value is \$2,5m*)

I have included everything that I've learned on my way to becoming a Multi-millionaire into a **5 video online course**

(2 hours and 30 minutes long)

I got all these results from a simple \$2 book, just imagine what this course could do for you.

Don't get me wrong, it's **not a magic bullet**

(success takes hard work and dedication, and a bit of luck too)

This course is not about "reprogramming your subconscious for success"

In this course, I teach "**concrete strategies, backed by real examples**".

For example, I started **4 successful businesses**

(I follow a simple strategy to get 100% success rate to build a business, which I give o you in the course)

You'll see a complete list of **criteria** that you will need to take into account before starting any business

I found a simple technique to **learn any language in 5 minutes** per day, which allowed me to learn 3 languages

I teach you my method to **invest in real estate**

So, again, this is not a magic bullet,

but I share **everything I learned** about building successful businesses and investing

[Click here to get access to the entire course for just \\$7](#)

(if you don't think this course is worth at least 10 times your money, then please send us an email and we'll send you a full refund — no questions asked)

Here's to your success!

Aurelien Amacker

systeme.io founder and CEO

Email 3: Tell a story

(I explain how I went from a broke kid in a bad neighborhood to buying my dream house worth millions: this helps me build the value further for my offer)

Subject: From the Slums to a Dream House 🔥

Body:

It's pretty well-known to Parisians

that there are some **rough suburbs** north of Paris

This is the neighborhood where I grew up:



And this is the house we just bought with my wife:



(it's in Portugal - 5 minutes from the beach)

So how the hell did I get there?

3 steps to becoming a millionaire:

Step 1: Grow your own value

When I was 24, I discovered self-help books and I started improving my skills (communication, persuasion, etc)

I learned **how to get a raise**

(I even invested \$200 to attend a workshop on this exact topic)

I started **learning English**

(I didn't speak a word of it when I left school, and today I speak 4 languages)

Step 2: Become an entrepreneur (and get out of the rat race)

At 27, I went to **Australia** and started my first business

I have since then started 3 businesses - which have all been very successful

(I have a simple, yet super effective strategy to limit the risks of failure)

Step 3: Start investing

6 years ago, I bought my **first property**

Today I own about **\$2,5m** in real estate

(I have 6 properties in 3 different countries)

I also invested in my business and today it is worth **over \$20m**

I also learned about the **stock market**

(I'll show you where most people go wrong, and how you can do better)

And now, I have created a course that teaches you **everything I learned** on my way to becoming a millionaire

(there are 5 videos - 2h30 in total)

For a *limited time only*, you can get it for **just \$7**

[Click here to get access to the entire course](#)

It's not magic - success takes hard work and dedication,

but you'll learn all the strategies that helped me succeed, and it'll help you too!

[Click here to get access to all the strategies that I've learned on my way to becoming a millionaire](#)

(no risks - 100% satisfaction guaranteed)

Here's to your success!

Aurelien Amacker

systeme.io founder and CEO

Email 4: Added value

(In this email I explain how I launched 4 business that have never failed, this adds further credibility and value to my initial offer)

Subject: My simple technique to get a 100% success rate in business 🚀

Body:

I have started **4 businesses** in my life:

- a network of salespeople in Australia in 2007: I made **\$100,000 in sales** in 2 years, and I saved half of it
- a blog about personal development in 2010: took it to **\$30,000 in sales** per month
- a blog about learning English which launched in 2012: it was a side business generating \$3,500 per month, and sold last year for \$14,000
- systeme.io, an all in one marketing tool currently generating **\$250,000 in revenue** per month

So I have built 4 businesses and **all of them succeeded.**

Do you know why?

Because **I never tried to invent something new**

I have always found businesses that were making money,

and I built a similar business

It's like wanting to start a new restaurant, you are not going to create a new cuisine.

Instead, you will **look at what is working** (which kinds of restaurants are doing well),

and then you do the same, but adding your own twist to it.

You get to choose the location, the name, the decoration, the chef, the menu, and all the other things that will make your business stand out.

As you can see, it's **not rocket science**, but it sure works!

In the Financial Freedom Formula online course,

I give you **a list of criteria** to gauge a business idea before launching it.

(there are 5 videos - 2h30 in total)

For a *limited time only*, you can get it for **just \$ 7**

[Click here to get access to the entire course](#)

It's not magic - success takes hard work and dedication,

but you'll learn all the strategies that helped me succeed, and it'll help you too!

[Click here to get access to all the strategies that I've learned on my way to becoming a millionaire](#)

(no risks - 100% satisfaction guaranteed)

Here's to your success!

Aurelien Amacker

systeme.io founder and CEO

Email 5: Storytelling

(In this email I tell the story of how I launched my first business and the reason why all my businesses have been successful so far)

Subject: How to get lucky 🍀

Body:

Why is it that some people are lucky, and others aren't?

After I launched my **first business** in Australia

someone told me I had just been lucky

But since then, I launched **3 more businesses** that were all successful

Don't get me wrong, luck absolutely plays a part in success

But you can **increase your odds** of success

When I was 25, I bought a second-hand book called *How to Make More Money*.

This book contained **two main pieces of advice** which I followed.

One thing led to another, and I went to Australia where I launched my first business successfully

In the **Financial Freedom Formula** course, I teach you everything I learned on my way to becoming a multi-millionaire.

There are **3 steps** to this:

Part 1: How to raise your intrinsic value

- How to manage your personal finances
- How to **get a raise**
- How to learn any language in 5 minutes per day
- How to **build your network**

Part 2: How to become an entrepreneur

- My simple technique to get a **100% success rate** at launching businesses
- 10 things to take into account **before** starting any business
- **4 ideas** of great businesses to launch

Part 3: How to become an investor

- How to invest in real estate (*I started investing in real estate 6 years ago and today I own \$ 2,5m in properties*)
- How to invest in existing businesses
- How to invest in the **stock market** (*most people lose money in the stock market, and I explain why*)

[Click here to get access to the Financial Freedom Formula](#)

(you can still get it for **just \$ 7**)

Best regards,

Aurelien Amacker

systeme.io founder and CEO

Email 6: Added Value

(In this email we present the opportunity to watch the first video of the course for free, without asking for an email address in return)

Subject: Free Access to the first video of the Financial Freedom Formula

Body:

Here is a direct link to watch the **first video of the course**:

[Click here to watch the first module of the course \(instant access\)](#)

In this video you will find out:

- How a \$2 second-hand book changed my life and led me to become a **multi-millionaire**
- How to increase your odds of **success**
- 2 things you **should always do** when you follow any online course

[Click here to watch the first module of the course \(instant access, no opt-in required\)](#)

Here's to your success!

Aurelian Amacker

systeme.io Founder and CEO

Email 7: storytelling (and answering an objection)

(I add credibility to my offer by showing the **exact numbers** of my \$20m and show the reader how they can use my advice to achieve the same results)

Subject: What I learned from building a \$20m portfolio (my advice for you)

Body:

In this email, I'll show you the **exact numbers** of my portfolio (valued at around \$20m)

And I'll explain to you what I've learned, and **how you can benefit** from this

1. My exact portfolio:

Real estate: \$1,25m

I own 6 properties in 3 different countries (Colombia, France and Portugal)

The total value of these properties is \$2,5m, and I owe about half of it to the bank in loans, so my net worth in real estate is \$1,25m

Business: \$18,25m

I am the **100% owner** of my company and we are on our way to making \$3,65m in revenue this year

5-year revenue is a rather conservative valuation for my business, this puts its value at \$18,25m

*(we are **profitable and growing** by 100% year over year so 5X revenue is a **very conservative valuation**)*

Stocks: \$0

I own no stocks (I had \$50k worth of stocks and I sold them recently to fund the acquisition of our dream home)



(our dream home in Portugal, in 2 weeks we'll be moving in)

2. What I learned on my way to earning \$20m (and how you can benefit from it)

1. The stock market is not a magic bullet

Over the long run (30 years+) you can expect a return on investment of 7% in the Stock market

I know many will disagree. Some will say "I'm doing 15% per year". But they have a track record of **only 2, 3, or 5 years**.

7% per year is actually **pretty good** for a passive investment (that requires none of your time)

This high return on investment comes at a price: **high volatility**

So yes, some years you can make +15%, but some years you might make -30%

(by the way, if one year you make -50%, the following year you don't need to make +50% to get back on your feet, you'd need to make **+100%**. That's a freebie ;))

So it's only after 20 or 30 years that you can get a real idea of your return in the stock market

*(especially when interest rates have been **going down** for the last 15 years, which automatically **raises asset prices**...)*

Conclusion: The stock market can be a good way to invest and diversify over time, **but it won't make you financially free**

Oh, but all these F.I.R.E. (Financially Independent, Retire Early) guys?

Read on, as I'm about to tell you something they don't want you to know ;-)

2. Real estate: ok (albeit a bit overrated)

With real estate you have **several ways to add value** (on top of the money you are investing):

- finding good deals
- negotiating
- fixing/improving properties
- managing properties
- borrowing money from the bank
(be careful as the more money you borrow, the greater the risk, and most people tend to overlook this)

This means that you can expect to get a **10%-20% annual return**

*(in the Financial Freedom Formula course I show you how I managed to get a **45% annual return rate** on a property)*

So real estate is a good way to build wealth over time, although it tends to be a bit overrated in popular culture

Downside: real estate can be time-consuming

3. Business: this is where you can expect the biggest return on investment

In 2015, after my third acquisition in real estate, I thought that by investing in my own business

I might get a better return on investment than in real estate

After all, my business is where I spend most of my time anyway.

My **\$250,000 investment** to build systeme.io **turned into over \$15m in 4 years**. Not bad!

You might be like "ok but I'm not going to build a startup"

I hear you. In the **Financial Freedom Formula**, I tell you about Alexis, a customer of my online courses who lives in Luxembourg.

Alexis invested \$300,000 to acquire a restaurant.

6 months later it was bringing in \$20,000 profits per month, and he could sell it for \$800,000

(that's a **\$500,000** profit)

The best part? Alexis has a general manager and **he just goes there twice per week** (it's 5/6 hours per week)

In the **Financial Freedom Formula** course I teach you everything I learned on my way to **becoming a multi-millionaire**.

[Click here to get access to the Financial Freedom Formula](#)

(you can get it for **just \$ 7 until tomorrow at midnight**)

Here's to your success!

Aurelian Amacker

Systeme.io Founder and CEO

PS: oh, what about the F.I.R.E (Financially Independent, Retire Early) guys?

They tell you you can retire by being financially wise, and by investing in index funds,

but **what they don't tell you** is that their online business brings in a nice stream of income

(it's easier to save money each month when you make a few thousand dollars online)

So again, **investing in your business** (even if it's only your time, as it's the case when you are selling online courses or coaching programs),

can be a really smart move to become financially free

[Click here to get access to the Financial Freedom Formula](#)

[\(and save \\$290\)](#)

Email 8: announces the end of the launch

(It's important to invoke a sense of urgency in the reader with the closing emails)

Subject: Warning: Last chance to take advantage of the \$290 discount!

Body:

In the course "**Financial Freedom Formula**", for only \$7

you will learn:

- How a \$2 second-hand book changed my life and led me to become a **multi-millionaire**
- How to increase your odds of **success**
- 2 things you **should always do** when you follow any online course

[Click here to get access to the course for only \\$7!](#)

(the retail price for this 2h30 long online course is **\$297**)

If you aren't completely satisfied **you can get a full refund**

(just simply send us an email)

[Click here to get your hands on the course and save \\$290](#)

[\(offer ends tonight at midnight\)](#)

Here's to your success!

Aurelian Amacker

systeme.io Founder and CEO

Email 9: Final email

Subject: Last hours to take advantage of the \$290 discount!

Body:

Tonight at MIDNIGHT I will remove the page to access

the course “**Financial Freedom Formula**” for **only \$7**

*(it's **less than 3%** of the retail price of \$297)*

[Click here to get your hands on the course](#)

[at this massive 97% discount at only \\$7](#)

You get immediate access to the complete course

“Financial Freedom Formula”

In this course you will learn:

- How a \$2 second-hand book changed my life and led me to become a **multi-millionaire**
- How to increase your odds of **success**
- 2 things you **should always do** when you follow any online course

All this for **only \$7!**

If you are not completely satisfied, **you are guaranteed a full refund**

(just simply send us an email)

[Click here to get your hands on the course for only \\$7!](#)

[\(offer ends tonight at MIDNIGHT\)](#)

Here's to your success!

Aurelian Amacker

systeme.io Founder and CEO
