

## Subject: From Fighter Jets To A 4-Day Work Week...

Hello [NAME],

Jay White here from Email Copywriting Masterclass with a hilarious story from one of my students named Rick.

When Rick was in the 8<sup>th</sup> grade, he thought he wanted to be an aerospace engineer.

For those of you who don't know, aerospace engineers design stuff like jets, space shuttles, and missiles.

Rick specifically wanted to design fighter jets.

With a "clear" vision of his future, he told his mother what he wanted to do with the rest of his life. (Knowing what Rick does now, this always makes me smile.)

Amazingly, through an acquaintance, Rick's mom arranged for her and Rick to have a dinner... with an aerospace engineer... who happened to design fighter jets! (Crazy "coincidence" right?)

After dinner, the engineer pointed to a HUUUGE shelf lined with books thicker than a bodybuilder's forearm and said, "Those are just textbooks from freshman year."

Rick replied, "Sure it's a lot of work, but you get to design fighter jets!"

The engineer let out a long sigh and said, "For the past six months, I've been designing a screw..."

"...a screw?" Rick repeated to ensure he hadn't misheard.

"Yes... A screw that MAY go into the side of a jet, that MIGHT get to the prototype phase, and could MAYBE one day be approved for military service..."

In that moment, Rick's life changed.

He was still uncertain what he wanted to do, but HE SURE KNEW WHAT HE **DIDN'T** WANT TO DO.

Does this sound like you?

[CLICK HERE to Find Out How to Make WAAAY MOOOORE than ANY Engineer.](#)

Like Rick, I bet you can tell me very quickly what you DON'T WANT to do with your life:

- Suffer through a 9-5 job for 40 years
- Only visit exotic locations through TV and the internet
- Worry you will once again "run out of money before you run out of month"

Also, like Rick, that means you want a life that looks more like this:

- A four-day work week (... not even full days)
- Peace of mind knowing you are in a field that is only GROWING in demand
- Flexibility to travel and live as you want

And best of all, what if I could show you how to live this life while making as much as that aerospace engineer? ... Who is still probably working on that screw!

Would you be interested?

[CLICK HERE To Find Out More.](#)

At this point, you have nothing to lose other than your time-consuming job and money worries (hassle-free guarantee included).

I'll take you by the virtual hand and show you how I've designed my life as a six-figure email copywriter.

I'll reveal my techniques on how to craft short emails like this one that will have clients begging for more and practically throwing money at you.

Best of all, you will have personal access to me for a private one-on-one consultation. (\$1,000 value by itself).

Rick was lucky to meet that engineer when he did. Today, I hope this email makes you stop and think about what you truly DO and DON'T want your future to look like.

Ready to find out how writing emails can take your life from screwed up ;- ) to dialed in?

[Yes Jay! I'm Ready to Learn More About This Incredible Opportunity.](#)

To Your Success,

Jay White

P.S. One of the biggest worries of a new copywriter is landing great paying clients. To help with that, I've also included a bonus module on how to land clients in as little as 5 minutes!

[CLICK HERE to Sign Up Now.](#)