

Problem Example & Template

Example:

You've probably figured it out by now: "certain" people seem to be making all the money because of a "buddy system" in place where they all promote each other's products.

Chances are you're not in their club, right?

You're busy promoting their affiliate program and not the other way around.

You're busy buying their latest offer while they haven't spent a penny with you.

You're still working a "real job" 40+ hours a week while they're off playing golf – and they're spending your hard earned money to pay their green fees!

Listen, I know – it's frustrating on the outside looking in. I hear ya.

But, what if I could change all of that for you?

Template:

Have you ever noticed how some people make it look so easy to [get some benefit or result, like lose weight, make money, etc]? Then you try to do the same thing, and you just end up [getting some bad result]. It's frustrating because [list reasons why it's frustrating]. Seems like you just can't [get a benefit or result], because [reason why they can't do it].

Listen, I know what it's like, because I used to [describe how you used to have the same problem]. And it's not your fault.

It's just that [reason why it's not their fault, such as no one ever taught them the right way to do it].

All that changes right now...