

Look at you looking at me...

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ENJOY THE SHOW :)

SALES LETTERS

STOCK MARKET COLLEGE

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AD COPY

GRAND DIAMONDS

AD 1

Headlines:

**Commemorate Your Visit To South Africa!
Premium Jewellery & Diamonds To Make Your Visit
Memorable
Treat Yourself At Grand Diamonds**

Are You A Tourist Looking To Make The Most Out Of Your Visit To Sunny South Africa?

Immortalise Your Memories in South Africa With Premium Jewellery From Grand Diamonds 💎

“Loved the service! Fast and friendly. The quality is also amazing and beautiful! Would highly recommend Grand Diamonds!.”

Sune Victor

★★★★★

Get your hands on affordable tailor-made jewellery to commemorate your stay in Sunny South Africa.

With Grand Diamonds,

💎 Enjoy the service of a leading jeweller that offers a wide collection of authentic African adornments you can cherish forever.

💎 Save yourself the stress of choosing the right material. Simply sit back, relax, and enjoy the process of crafting a piece worthy of your excellence.

💎 Get the perfect piece for the occasion with a highly customised solution delivered within your budget and chosen timeframe.

💎 Get the guidance you need to reclaim your VAT at the airport and return home with a timeless commemoration of your adventure.

Today, you can receive all that and more when you secure your free African Experience Consultation!

Book Now → [\[LINK\]](#)

AD 2

Headlines:

**Commemorate Your Visit To South Africa!
A Free African Experience Consultation!**


Get a Free Jewellery Pouch With Your Piece!


Are You Looking For Immortal Memorabilia During Your Visit To Sunny South Africa?


Claim A Free African Experience Consultation Today & Receive A Free Travel Jewellery Pouch!


Book Now → [\[LINK\]](#)

With Grand Diamonds,

 Enjoy the service of a leading jeweller that offers a wide collection of authentic African adornments you can cherish forever.

 Save yourself the stress of choosing the right material. Simply sit back, relax, and enjoy the process of crafting a piece worthy of you.

 Get the perfect piece for the occasion with a highly customised solution delivered within your budget and chosen timeframe.

 Get the guidance you need to reclaim your VAT at the airport and return home with a timeless commemoration of your adventure.

Book Now → [\[LINK\]](#)

STOCK MARKET COLLEGE

AD 1

Financial freedom is earned just as much as it is built.

It doesn't matter what you decide to do to gain financial independence...

You won't get very far if you don't put time and effort into:

- 👉 Understanding the fundamentals of the craft;
 - 👉 Trying out different strategies to find the winning formula;
 - 👉 Finding out which tools will help you level up your game;
- Taking advantage of financial and business opportunities (like this one) to level up your game.

In this case, if you'd like to increase your income from foreign exchange, SMC has a springboard for you.

When you click the link below, we'll help you learn everything you need to know to find the success you're looking for.

💰 <https://www.stockmarketcollege.co.za/special-invite-1>

I get it... you may not have the time or the money to spend on learning how trading foreign exchange REALLY works..

... or learning about the best strategies for your profile,

Or figuring out which tools would best help you make more money through your efforts.

You're only human after all.

Teamwork makes the dream work.

You've got a life to live, but you need the money to live it.

With SMC, you can finally take strides towards financial freedom and elevate your lifestyle.

Today, we'd be honoured to help you grow your financial portfolio.

When you click on the link below, you'll be able to book a FREE Consultation where we will:

👉 Show you how foreign exchange REALLY works from experts who have been crushing it on the market.

👉 Break down the proven strategies to get you going in no time. You are your only obstacle!

👉 Tell you how you can consistently win 70% of your trades so that you don't lose your investment!

👉 Give you an overview of which tools you should be using to make more money through foreign exchange.

And so much more!

All you have to do to claim your free consultation is click the link below!

We can't wait to see you on the other side 🙌

💰 <https://www.stockmarketcollege.co.za/special-invite-1>

AD 2

The global foreign exchange market is worth \$2.409 quadrillion as of 2022, with \$6.6 trillion traded on the markets every single day.

Getting in on the action has never been as easy as it is today...

However, starting without knowing about different trading strategies can backfire on you.

With Stock Market College, you can learn about the strategies that people are leveraging every single day.

Learn The Right Strategies

👉 <https://www.stockmarketcollege.co.za/special-invite-1>

Scalping.

Day trading.

Swing strategy.

There are so many strategies you can leverage, regardless of where you are in your trading journey.

Different people have different needs — no 2 people will ever have the exact same trading profile.

If your goal is to become financially independent, you need to figure which strategies work best for your profile.

Once you find it, you'll be able to make more profits on the markets than in your wildest dreams.

As with all good things however, everything starts with the basics...

When you click on the link below, you'll be able to book a FREE Consultation with SMC where we will:

👉 Show you how foreign exchange REALLY works from experts who have been crushing it on the market.

👉 Break down the proven strategies to get you going in no time. You are your only obstacle!

👉 Tell you how you can consistently win 70% of your trades so that you don't lose your investment!

👉 Give you an overview of which tools you should be using to make more money through foreign exchange.

And so much more!

All you have to do to claim your free consultation is click the link below!

We can't wait to see you on the other side 🙌

Get Started Today!

👉 <https://www.stockmarketcollege.co.za/special-invite-1>

SCRIPTWRITING

ITHEGI ELECTRONICS

→ [Creative Brief](#)

→ [Colour Codes](#)

→ [Script](#)

Creative brief

We're going with weird, wacky, and funny with this one.

We can take examples from [Dollar Shave Club](#) & [PayPal Honey](#) for tone and approach, please check them out to get into the vibe.

To open, we will use a 5-10 second scene to portray the strength of the baton by smashing a bunch of random stuff.

The rest of the video will then consist of the presenter dressed in the outfits related to the industries we are covering, and explaining the use cases for each industry very briefly.

Finally, everytime the presenter says "click the link", I need him to channel some next level weirdness like PayPal Honey. Borderline cringe. Lol, it's optional though, let's see how everything unfolds.

(for videographer) Howzit Luca, it'd be awesome if you could add the following things while editing:

1. For every transition, let's add a random sound, like a finger snapping or a car revving, just to break attention. Mabe try it with the first couple transitions and see if it works? Otherwise just lors it.
2. Everytime the presenter says "Click the link in this video", insert an arrow or an attention-grabbing element on the bottom left of the screen. Like PayPal Honey.

Props

1 egg

1 bike helmet

1 Nokia 3310

2 Magtouch batons (1 Tag Tough & 1 Suga blu)

Uniforms: security guard, hotel doorman, truck driver.

If we can't source the uniforms, we can still use the script as is, but with the presenter presenting in his own clothes.

Colour codes:

SCENE/SHOT

PRESENTER DIALOGUE (NO HIGHLIGHT)

NARRATOR/ background voice (presenter can do the VO in a weird voice)

SUGGESTIONS FOR VIDEOGRAPHER

AN ACTION TAKEN IN THE SHOT

Script

OPENING, 5-10 seconds: Start with headshot of presenter leaning on a desk/table/hard surface. Pans out to a wider angle as he speaks. [EXAMPLE](#)

Hey, I'm gonna show you the tried and toughest way to track your staff.

What better way to do that than by smashing a bunch of random stuff?

Check this out.

Quick transition to 2nd Shot: Egg on the table. Pan out to the wider angle of the presenter and the hard surface.

Presenter picks up the hammer off the table then smashes the egg. Then the voice over says:

WEAK!

Quick transition, same as second shot but this time with a helmet on the table

Presenter picks up the hammer off the table then smashes the helmet. Then the voice over says:

WEAK!

Quick transition, same as second shot but this time with a Nokia 3310 on the table

Presenter picks up the hammer off the table then smashes the Nokia. Then the voice over says:

WEAK!

Quick transition, same as second shot but this time with a Tag Tough on the table

Presenter picks up the hammer off the table then smashes the Tag. It doesn't break. Smashes it again. Still doesn't break. Then the voice over says:

YES PLEEEAAASE! CLICK THE LINK IN THIS VIDEO RIGHT NOW!

Transition to 3rd shot: Sizwe leaning on the desk again:

By unanimous decision, this Tag Tough is definitely the toughest thing on the market right now.

It's almost unbreakable, which means your employees won't be able to pull a fast one on you.

You can monitor their movements and make sure they stay on task, all without relying on a 3rd party company to get it done.

And the best part?

These bad boys work in several industries.

Transition to 4th shot: Sizwe dressed as a security guard

Luca, perhaps we could add an overlay text here saying
“Security Industry”

If you’re running a security company, you can use the Tag
Tough to keep tabs on your guards.

You can make sure they're at their posts when they need to be.

They’ll always get the job done the way you need them to get it
done.

They won’t slack off.

They’ll be consistent because big brother is always watching.

Big brother is you.

So click the link big brother. Click it.

5th shot: Sizwe dressed as a door man

Perhaps we could add an overlay text here saying “Hospitality
Industry”

And what about hospitality?

Hotels. Lodges. Restaurants. Festivals.

Cmon.

Festivals.

They can get pretty wild.

You'll want your crew tagged and tracked.

Properly regulated so they stick to the job and provide the best experience for attendees.

The Tag Tough?

It's almost indestructible.

Incorruptible.

Easy to use.

Durable.

Nca.

By the way, that link is still waiting to be clicked.

6th shot: Sizwe dressed as a truck driver

Perhaps we could add an overlay text here saying "Logistics Industry"

Eeeeyyyyy, even logistics companies can use the thing to keep tabs!

With the Suga Blu, you can make sure your drivers drive and don't go out *joling* on the job.

You can keep tabs on them in real time.

If they do something they're not supposed to do, *ayeye*, you'll catch them red handed.

You can get all the tracking data delivered from the tag to your spreadsheet like **this** presenter snaps his fingers

Now click that link like *thiiiiisssssss*.

Transition to final shot: Sizwe leaning on the table/surface

If that isn't enough to get you to click the link in this video, hear me out.

You've got absolutely zero risk when you click on that link.

Zero.

You'll be able to book a free live demo and have all your questions answered.

Click that link big brother.

We'll give you free training and a powerbank for your troubles.

C'mon.

Just click it.

I know you want to.

Click it!

Let's get the job done with the toughest tag on the planet!

And remember, click the link.

Presenter winks

Outro [optional]:

We could have a random shot of the presenter driving over the batons and saying something funny

EMAIL COPY

→ [BASIC BLAST](#)

→ [SEQUENCE](#)

BASIC BLAST EXAMPLE: THE BEANCOUNTER

FORMULA (more details below)

C + P + AD + SCB + OUC

EMAIL COPY

From: Waldo Oosthuizen

Subject: Need more Time, Freedom and Profit in 2022?

Snippet: The Secret is Hiring Accountants Who Care

Hey there, it's Waldo from The Beancounter.

So, by now you have an idea of how The Beancounter can help you save time and cash.

It's amazing what you can accomplish for your business when you outsource your accounting to people who genuinely care about you...

And with the **SONA 2022 coming up soon**, wouldn't you want to ease whatever impact the President's address will have on your business, by knowing that your accountants have your back no matter what?

CLICK HERE AND WE'LL HELP YOU WORK ON YOUR BUSINESS, NOT IN IT

If you're reading this email right now, odds are you've been struggling with accountants who just don't know what they're doing.

It feels like you're paying good money for your accounting, but you're actually **more stressed out** than when you did your own accounting.

And, even if you got lucky finding competent accountants, they give you the worst after-sales and customer service because, well, they don't really care about you.

Or maybe you're in an even stickier situation where you're still handling your books on your own.

What you want... no, what you **NEED** is an accounting company that sees you as a business partner, and not as just another client.

The Beancounter can give you exactly that. We were founded and are led by the finest entrepreneurial minds in South Africa. With us, you get exactly what you pay for by an accounting company that's loved by over 98% of its client base.

You can literally increase your profits by streamlining your accounting, getting handsome tax rebates, and saving cash by doing everything right the first time around.

And the best part? You'll finally have the time freedom to do more of the things you enjoy.

Like spending time with family and friends....

CLICK HERE TO MAKE MORE MONEY AND SAVE TIME WITH THE BEANCOUNTER BY YOUR SIDE

And today, I want to offer you a sweet (and free) no-obligation consultation call with yours truly, where I'll show you step-by-step how your business can reap the rewards of hiring accountants who care.

And to sweeten the deal, if you sign before the 1st of April 2022, I'll waive the onboarding fee.

Plus, on top of that, if The Beancounter doesn't save your business at least R15 000 in 90 days (that is, if you sign on with us), then we'll refund you in full!

So, if you'd like to follow your gut and grow your business exponentially with us, go ahead and click the button below!

I can't wait to see you on the other side :)

Cheers,
Waldo.

>BUTTON<

FORMULA

C + P + AD + SCB + OUG

CONTEXT

So you know a little bit about how we can help you with wicked tax cheat codes..

And you have an idea of how much money you can save every month with the beancounter.

TACTICAL: it's SONA tomorrow, and what Cyril says could impact your business directly or indirectly. Have one less thing to worry about by outsourcing your accounting to the pros.

PROBLEM/S

Terrible after-sales service & customer support

- **Accountants who don't know what they're doing**
- **They don't save you time or money (for the ones who did the quiz)**

- You're still not in good standing with SARS, what the hell are you paying them for? (tax angle)

****AGITATION + DESIRED OUTCOME**

1. Why are you hiring people who don't know what they're doing?
2. You're losing money, and your not saving much time.
3. In fact, why does it feel like you're more stressed out with your accounting with an accounting firm, than you were when you did your own accounting?


SOLUTION + CREDENTIALS + BENEFITS

With the beancounter, you get exactly what you pay for by an accounting company that's loved by over 98% of its client base.

We were founded and are led by the finest entrepreneurial minds in South Africa.

And with us:

- 🎯 Save yourself hours of accounting work so that you can focus all your attention on growing your business instead of just maintaining it
- 🎯 Give yourself peace of mind knowing that you'll never again mess up your books, your payroll, or get into trouble with SARS and the Department of Labour.
- 🎯 Increase your profits by streamlining your accounting, getting handsome tax rebates, and saving cash by doing everything right the first time around.
- 🎯 Save yourself a world of headache by taking care of all your filing and payroll needs, ensuring that you never get in trouble with SARS or the Department of Labour

 **Become one of our business partners and reap the rewards of all our value-added services, including business support and expert advice from people who know what works and what doesn't.**

OFFER + URGENCY + GUARANTEE

Hop onto a free no-obligation consultation call and we'll tell you exactly how you can streamline your company's accounting, thus increase your profits and save yourself a bunch of time.

Offer...

- ✓ Free 30-minute consultation where we will take a deep dive into your business, identify your areas for improvement and present you with a clear solution.**
- ✓ If we don't save your business at least R15 000 in the first 90 days together, we'll give you your money back.**
- ✓ Have your own personal accountant for your business with a dedicated team of professionals backing you.**
- ✓ Monthly management reports on your business's financials.**
- ✓ We're SAIPA & SAICA accredited.**
- ✓ Annual financial statements for your business.**
- ✓ We'll handle all your tax needs, keeping you out of jail and ensuring you pay the least amount of tax possible.**
- ✓ We'll sort out your payroll needs.**
- ✓ Direct contact with professionals to help you with all your bookkeeping, tax, and technical queries.**

So, what happens when you click on that button above?

- 👉 You can book a time and date for your consultation
- 👉 After that, simply show up to your FREE consultation, where (in just 30 minutes) we'll discuss your business's needs..
- 👉 And if you like what you hear, we'll get started immediately with streamlining your accounting.

Urgency:

But, as with all things, there is a slight catch to it...

... **You can only claim the wicked offer if You sign with The Beancounter before the 1st of April 2022.**

EMAIL SEQUENCE EXAMPLE: HOCKEY PERFORMANCE ACADEMY

FORMULA (PASOP) - Open loop

Pain
Agitation
Solution
Outcome
Problem/Loop

Problem 1: Can't be a gamechanger

Problem 2: Can't get over negative self-talk and keep making the same mistakes

Problem 3: Low confidence, little recognition/ little game time

EMAIL COPY

Subject: What's The Secret To Becoming An Elite Hockey Player?

Snippet: (And NO, the answer isn't "MORE PRACTICE")

Hey [FName],

I hope you've had an awesome start to the year!

PAIN 1

Quick question, are you making the impact **you know you're capable of** on the hockey pitch?

That is, are you actually getting the most out of your **natural ability** and **hard-earned skills**?

AGITATION

If not, odds are that you've had to suffer through moments in your life and career where — despite all your hard work — there's **just something that's missing** from your game...

And, if your answer was a yes, I've been where you are...

It's that breaking point where you've put in your 10 000 hours, you've proven that **you're the best at what you do**, and you've shown your teammates that you're **talismanic**...

... But, there just seems to be something that's holding you back, something you can't quite put your fingers on.

It prevents you from being a real **gamechanger**,

Floods your head with negative thoughts like ***"I'm just not good enough"***,

And traps you in a rut of always **repeating the same mistakes**.

SOLUTION

Today, I'd like to offer you a way out.

I'm hosting an **EXCLUSIVE Elite Mentality Workshop** soon, where I'll help hockey players just like you (***even the ones that don't think they need the assist***) to level up their game.

By the time we're done, you'll:

OUTCOME

- 🏆 Trust yourself to take on players and shoot instead of always passing
- 🏆 Get more ball because you believe you'll make a difference
- 🏆 Stop hiding away and hesitating in key moments
- 🏆 Anticipate the opponent's next move to create more turnovers
- 🏆 Be more instinctive to score more goals
- 🏆 Play with more confidence and have more fun

This workshop will help you get a grip on the [3R Method](#), a **REVOLUTIONARY** way of thinking that will help elevate your game to an elite level.

PAIN 2

How?

CLICK HERE TO FIND OUT!

Or, go ahead and [click the button below](#) to book your spot!

But, in a nutshell, the [3R Method](#) will help you overcome your negative self-talk and show you how you can stop making the same mistakes over and over again.

So go ahead and secure your place in the [3R Method Elite Mentality Workshop](#) **TODAY**



>BUTTON<

Chat soon!

Lauren 🏆

P.S., If this email landed in your Promotions Tab on Gmail, simply drag and drop it into your Primary Inbox so you don't miss the next email in a few days 😊
STAY TUNED!

FOLLOW-UP 1

Subject: Don't You Wish You Could Throw Your Negative Inner Voice Off A Cliff?

Snippet: This Is How You Can Trash The Stinking Thinking

Hey again [Fname],

Have you signed up for the **3R Method Elite Mentality Workshop** yet?? 🙄

If you haven't, it's never too late! Simply click on the button below to book your spot, and do ASAP so you don't miss out on the WICKED 50% Discount!

>BUTTON<

PAIN 2

I have another question for you...

Are you having some trouble trying to shush your negative self-talk?

Perhaps you're also struggling to learn from your mistakes so that you never repeat them...

... and (*just like me before I discovered the 3R Method*) you ~~want~~ **NEED** to boost your confidence so you can make a huge impact in every game?

You're not alone...

AGITATION

It's quite frustrating...

You've got all the talent in the world, and you're **ALWAYS putting in 110%**.

Your coaches keep telling you that "practice makes perfect", but you know **FOR A FACT** that there's more to this thing than hard physical work.

But, every time you try getting a grip on what's missing, you just end up in a vicious cycle of **doubt, despair, and self-hate**.

I've been there, it's not pretty.

So, I've decided to put together the **3R Method Elite Mentality Workshop** to help you and others like you overcome this issue, and **FINALLY** learn the secrets that keep elite hockey players at the top level for years.

SOLUTION

The **3R Method** stands for:

RISK - What You Believe About Mistakes, And Your Willingness To Take Risks

REACTION - How You Respond To Your Mistakes In The Moment

REFLECTION - How You View The Mistakes You Make.

And in this workshop, we'll go deep into how you can use this way of thinking to **elevate your career** and **become part of an elite group of hockey superstars**.

OUTCOME

You'll learn insider secrets that **ONLY THE GREATEST HOCKLEY PLAYERS KNOW,**

The kinds of secrets that will make you a truly talismanic hockey player.

All in all, it will help you **stress less** and **succeed more** in both your career and in life.

CLICK HERE TO BOOK YOUR SPOT WITH A 50% DISCOUNT!!

PAIN 3

If you're at a point where you're always low on confidence, despite the fact that you're a great player, then this workshop is for you!

It's no secret that low confidence can lose you loads of game time, and it's better to learn how you can control your own confidence levels sooner rather than later.

We'll go deeper into that in the next email, so be sure to check back in a few days so you don't miss out!

But for now, go ahead and click on the link below ASAP to secure your **3R Method Elite Mentality Workshop** at an **AWESOME 50% DISCOUNT!**

>BUTTON<

Looking forward to helping level up your game!

Lauren 🏒

P.S., If this email landed in your Promotions Tab on Gmail, simply drag and drop it into your Primary Inbox so you don't miss the next email in a few days 😊
STAY TUNED!

FOLLOW-UP 2

Subject: THIS IS YOUR LAST CHANCE!! 🚨🚨

Snippet: Don't miss out on an Awesome 50% Discount for the Elite Mindset Workshop

Hey again [Fname],

I see that you've shown some interest in the **3R Method Elite Mentality Workshop...**

If you haven't already booked your spot with your **exclusive 50% discount offer**, go ahead and click on the button below!

>BUTTON<

Last time around, I briefly touched on how your confidence can make all the difference in both your career and life in general...

AGITATION

You've seen this before: A situation where a talented sportsman — Cristiano Ronaldo for example — suddenly looks like he doesn't know how to kick a football.

Even after he scored a hatrick in the last game.

You can have all the talent in the world, but without the confidence to match that talent and hard work, **you'll be going nowhere slowly.**

I'm willing to bet you've experienced this before yourself...

That frustrating feeling you get when you know **you're great at what you do**, but you just can't hit the same levels you hit before.

And because of it, your coach gives you a hard time, **which just dips your confidence even more.**

And then because of that, you find yourself **benched**... D'yo see how this cycle can literally ruin your career?

SOLUTION

We talked a little about the **3R Method** in the previous email... if you haven't seen it yet, I'd recommend you check it out when you're all done here!

In a few days, I'll be hosting the **3R Method Elite Mentality Workshop** that will, in essence, show you how to get a grip on your own mind and manifest the life and career of your dreams.

>BUTTON<

OUTCOME

When you're done, you'll be able to perform at an elite level consistently, become your team's focal point, and make a real name for yourself.

By the time you learn how to use the **3R Method** at will, your opponents will lose sleep thinking **"agggg, I've go to play against [Fname] tomorrow"**.

Trust me, I wouldn't make a promise like that if it didn't work so well for me 😊

So, go ahead ... **CLICK HERE TO BOOK YOUR SPOT WITH A 50% DISCOUNT!!**

END LOOP, STRONG CTA.

I've limited the intakes on this workshop because, let's be honest, **not everyone has what it takes to be elite.**

But you're getting this email today, which means I've identified you as a **Potential Great.**

The only catch though is that you need to prove me right.

And to do that, you need to do what you know you must do to reach a limitless mindset.

The kind of mindset that will help you become the player you know you can be.

So, click on the button below to claim your spot in the **3R Method Elite Mentality Workshop...**

And, **JUST FOR YOU**, I've thrown in a WICKED 50% DISCOUNT, but only if you act quickly and claim your offer ASAP! 👉

>BUTTON<

Alright, that's it from me. I really hope to see you on the other side!

Best Wishes,

Lauren 🍷

FORMULA (PASOP) - Open loop

Pain

Agitation

Solution

Outcome

Problem/Loop

Problem 1: Can't be a gamechanger

Problem 2: Can't get over negative self-talk and keep making the same mistakes

Problem 3: Low confidence, little recognition/ little game time

From: Lauren Penny
