

Subject: Your personal money mechanic . . .



Dear [First Name],

Steve Down here.

Welcome to **FINANCIALLY FIT!**

I can't tell you how excited I am to find out that one more individual has decided to take responsibility for their own financial success, happiness, and future!

I commend you on deciding to take a giant leap in learning not only **how to keep more of what you make**, but also **how to manage, invest and make it grow**.

Your membership puts a ton of valuable financial information (most of it available nowhere else) at your disposal.

Our education is unmatched at helping you create true, lasting wealth . . . and a solid financial future and legacy.

Benefits include the Daily Wealth Wake-Up video e-mail . . . the 7 Steps of the **FINANCIALLY FIT** online program . . . the Miracle of Wealth philosophy . . . your 4-Point Checkup . . . and access to the **FINANCIALLY FIT** Resource Line.

But one of the most important benefits of membership, in my opinion, is **access to your own "money mechanic" via the Financial Checkup.**

This FREE consultation with a FINANCIALLY FIT coach is available to all members at no cost.

Why should you bother scheduling a **Financial Checkup** for yourself without delay?

Because wealth comes not only through what you know but also who you know.

Unless you look under the hood of your current state of financial affairs through unbiased eyes, leaving the financial treadmill

behind may very well remain an unfulfilled dream.

The **Financial Checkup** provides basic strategies to help you **better manage what you already have**.

Your **FINANCIALLY FIT** coach will also talk to you about and invite you to join our **one-on-one Coaching Program**, which is independent of your current membership.

After you sign up, your coach will work with you to help you **accelerate your understanding of where you stand financially, and how you can more wisely leverage what you already have**.

And like Jim and Peggy, two fellow **FINANCIALLY FIT** members who signed up for the **Coaching Program**, you may be pleasantly surprised to find out what you already have:

"During our first month of coaching, we kept hearing from our coach 'reduce debt, increase cash flow.' By following our coach's advice and applying the financial principles we learned we were able to increase our monthly cash flow by over \$6,000. Oddly enough, we already had the resources to pay off our debt, we just needed a little encouragement from our coach. The BIG surprise was how great it felt to pay off ALL our personal debt and see the amazing difference it made to our after tax cash flow."—Jim and Peggy F.

Your coach will even review your insurance plans, investments, and business practices.

The **FINANCIALLY FIT** one-on-one **Coaching Program** is without doubt the best way to get off and stay off the financial treadmill.

But I don't want you to take my word for it.

What I urge you to do next is **pick up the phone and call X-XXX-XXX-XXXX to schedule the FREE Financial Checkup consultation right now**.

If you ask me, you owe it to yourself.

Sincerely,

[Signature in blue ink]

Steve Down

Founder, Financially Fit, LLC

1-877-976-8929

info@financiallyfit.com

www.FinanciallyFit.com

Subject: Accelerate your wealth awakening . . .



Dear [First Name],

Steve Down once again.

The **FINANCIALLY FIT** program you've signed up for can change your financial life forever.

Notice, I said can . . . not will.

Because wealth (like pretty much everything else worth having in life) is really nothing more than the product of **personal choice**.

It's easy to choose financial misery over **financial health & wealth**.

It's easy to choose to blame everyone but yourself for your financial situation & failures instead of **taking responsibility for your own financial future**.

It's easy to choose to refuse to **step outside your comfort zone of financial beliefs** and to set financial limits which only serve to undermine your own self-worth.

It's easy to choose wishful thinking instead of setting **objective financial goals**.

Fortunately, by signing up for the **FINANCIALLY FIT** program you have made the choice not to take the easy way out!

The **FINANCIALLY FIT** program puts at your disposal several invaluable resources to help you step off and stay off the financial treadmill.

One such resource available to all members at no cost is **access to your own Financial Checkup**.

This is a FREE consultation with a FINANCIALLY FIT coach.

Why do I highly recommend it?

Because the consultation is designed to give you some basic, **unbiased strategies that will help you better manage what you already have.**

If you choose to schedule a consultation, your **FINANCIALLY FIT** coach will also talk to you about and invite you to join our **one-on-one Coaching Program**, which is independent of your current membership.

One immediate benefit of signing up for the Coaching Program is the acceleration of your wealth awakening, the first and probably the most important of the 7 Steps of the Financially Fit for Life philosophy.

You and your coach will together also review your insurance plans, investments, business practices, and the like.

Here's what Dan B., a fellow **FINANCIALLY FIT** member says about the **Coaching Program**:

"Within a very short time frame, my coach helped me find an extra 10% of my gross income that was unnecessarily going to taxes. I redirected that money to build up some savings and pay down my debt. The emergency savings I had put together came in handy in June when my income was severely cut due to a downturn in my business. The best part is, I have no doubt I will hit my target of being out of debt in 5 years!"—Dan B.

If you are serious about achieving financial freedom within 10 or even 5 years from now, **I want you to pick up the phone and call X-XXX-XXX-XXXX to schedule the FREE Financial Checkup consultation right away.**

Sincerely,
[Signature in blue ink]
Steve Down
Founder, Financially Fit, LLC
1-877-976-8929
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www.FinanciallyFit.com

Subject: Make wealth your heart's desire



Dear [First Name],

Steve here.

I am living proof the principles behind the *FINANCIALLY FIT* program work.

But for the program to work in your own life, **you must first choose to desire wealth from the heart.**

I want you to know that you are worthy of wealth and you can step off and stay off the financial treadmill.

I have done it, and I see no reason why you can't do it too!

The *FINANCIALLY FIT* program is unmatched at helping people create true & lasting wealth, and a solid financial future.

Please don't let the past and the much-banded-about beliefs about money and wealth blind you to the fact that you (and you alone) are responsible for creating a healthy and wealthy financial future for yourself and your family.

The *FINANCIALLY FIT* program has all the resources you need to **leverage what you already have . . . start thinking and behaving like the rich . . . and experience true financial freedom** within 10 years or even 5 years from now.

But whether your Wealth Vision is just one step up or unapologetically ambitious, I highly recommend you schedule a **Financial Checkup** right away.

This is a FREE consultation with a *FINANCIALLY FIT* coach. It is designed to give you some basic, unbiased strategies to help you better manage what you already have.

I also invite you to talk to your coach about our **Coaching Program**, which is independent of your current membership.

This one-on-one Coaching Program is the most advanced resource in the *FINANCIALLY FIT* arsenal. It also gives you ongoing opportunities

to review not only your insurance plans and investments but also your business practices.

If your initial plan is merely to get out of debt, the **Coaching Program** can help you in this area as well . . . just as it is helping this **FINANCIALLY FIT** couple:

"We are becoming far better stewards of our finances in the present and for the future. It's exciting to have a clear plan for getting completely out of debt. It has been so helpful to have a coach to work with through the process. Our personal coach is very knowledgeable, professional, attentive, and fun to work with."—Steve and Maureen M.

The **Financial Checkup** is the gateway to the one-on-one **Coaching Program**.

So, please pick up the phone and call X-XXX-XXX-XXXX to schedule the FREE Financial Checkup consultation right now.

Sincerely,
[Signature in blue ink]
Steve Down
Founder, Financially Fit, LLC
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Subject: Can you save as little as \$200/month . . . ?



Dear [First Name],

Steve once again.

Your Cash Flow should help you to run your financial life on your terms. Not ruin it.

Cash Flow is King because it rules every area of your life.

The majority get it wrong.

They spend more than they earn. And try to earn even more just to keep up with their ballooning spending, expenses & taxes.

Anyone can earn more!

The trick is to **keep more of what you make by working smarter** (not harder) . . . and **reduce spending, expenses & taxes** at the same time.

Even a bare minimum of **\$200-\$600 saved each month** can help anyone get off and stay off the financial treadmill within a few years.

As a **FINANCIALLY FIT** member, you will learn about and experience the snowball effect such seemingly insignificant habits have on your financial well-being.

Speaking of which, **I urge you to schedule your Financial Checkup right away if you have not already done so.**

This FREE consultation with a FINANCIALLY FIT coach is available to all members.

This is one of the many benefits of membership, and will help you better manage what you already have.

However, I strongly believe that access to ongoing expert advice can virtually halve the time and effort it takes to learn to not only keep more of what you make but also to make what you make and save grow.

And this is where the **FINANCIALLY FIT** one-on-one **Coaching Program** comes in.

Independent of your current membership, **the Coaching Program is our most advanced resource**. Being able to review your insurance plans, investments as well as your business practices with an unbiased **FINANCIALLY FIT** coach is just one of the Coaching Program's advantages.

Here's what a **FINANCIALLY FIT** couple has to say about the **Coaching Program**:

"Tom and I are extremely happy with [our] personal coach and our progress with this program. We are making significant changes in the way we spend, save, and invest our money. Our coach truly understands the dynamics of our partnership with regard to financial matters."—Kim and Tom B.

I invite you to take the first step toward accelerating your own financial progress.

Pick up the phone and call X-XXX-XXX-XXXX to schedule the FREE Financial Checkup consultation right now.

The **Financial Checkup** is the gateway to the one-on-one **Coaching Program**.

Sincerely,
[Signature in blue ink]
Steve Down
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