

Email Template for Affiliates

Subject 1: What have you accomplished in 2020?

Subject 2: What can you possibly have in common with a broken GPS?

Subject 3: So the other day I tried to get across town without my GPS...

Subject 4: Why you're not succeeding...

Subject 5: What the heck is 4WRD?

Body:

2020 is the year that just keeps giving...

The other day [partner or friend's name] sent me to pick up [his/her] computer from the repair store [he/she]. It was "critical" that I pick it up by 5PM, before they closed because it was needed for a presentation in the morning. It was 4:15. As if I had nothing better to do than drop everything I was working on to take care of this "911" task right this minute...

But yeah, you guessed it. I shut my own laptop down and headed out.

Here's where the story gets real fun...

I started my car and went to enter the address in my trusty GPS. Typed in the address. Hit "Enter." ADDRESS NOT FOUND.

Okay... no worries. Entered it into Apple Maps. ADDRESS NOT FOUND. Tried Google Maps. Same result. ADDRESS NOT FOUND. What the... ?

Well, this sucked. How could an address not be found in any GPS in 2020? But year—there's part of the answer... 2020 has been a strange year all the way around. Brutal, even. Why should today be any different? Unfortunately, time wasn't on my side so I didn't have time to really ponder this answer. "Think..." I said to myself, "surely I can figure this out."

I call [partner or friend]. In a meeting. No help there.

Alright... I know that [he or she] said it's, "...right near the mall." So I decide to just head that way.

Driving to the general direction of the mall, I make it there pretty quickly and start looking around. Cars behind me are honking and to be fair, I deserved it. I was almost stopping as I passed every shopping center looking for the stupid repair store. I was holding up traffic, nearly running one red light and practically stopping at a green one. In general, I was driving rather like a nervous 15-year-old on a first lesson.

Finally... I see the store. It's on the other side of the road and there's no truly "legal" u-turn as far as I can see. I decide to hang a swift right (to the disdain of all the drivers behind me who had to slam on brakes because I didn't have time for a turn signal) and pull into McDonald's—with the intent to just whip around and get back in line at the light to turn left. That way, I could get to the store quicker.

Again, 2020 was not to disappoint... Because of the way this McDonald's was set up, I could not just "whip around" and found that the only way out was to go THROUGH the drive-thru. Ok. I decide to order a drink and some fries—calories and money I didn't plan to spend but hey... McDonald's is McDonald's and I can be weak.

Finally, I get my drink and fries, get in line at the light, and make my left turn. I pull in to the store at 4:58. I jump out of the car quickly, hitting my shin on the door. OUCH. Run to the front of the store and ring the bell when I see, "Due to the Risks Associated with COVID-19, a Mask is Required for Entry." My mask was sitting on my kitchen counter.

You're probably thinking I didn't get to pick up the computer. And truly, that is what I expected. I imagined how p-o'd [partner or friend] was going to be. How could I be so dumb as to not remember my mask? How could I have stopped for a Coke and some fries? Why was I such an idiot that I couldn't just get this one thing right?

Well, luckily, the repair guy took pity on me and handed me a mask to put on so I could enter. I got the computer in hand with one minute to spare. Idiot... saved. Mission complete.

Now, you might be wondering why I shared this story with you. See... I started thinking that many people approach their life and career like I did when I set out to deal with this "critical" errand—with no plan, no map, no foresight, and no consideration of what might go wrong or any contingencies.

Without those things, you might achieve your goals but it's going to take you a lot longer to get there and will likely be frustrating, as well as cost you time and money, in the process. None of that is any fun when you are trying to get important things accomplished.

Proper goal setting—including all those things I didn't do like making a plan, creating a map, anticipating obstacles, and preparing for how to get around them in advance—is critical to success. In 2020, it would have been wise. But with 2021 approaching, it's simply mission-critical to get a head start on getting your goals back in check.

A friend of mine recently launched a new platform that helps you do just that. It's like goal setting on steroids.

You probably already know that those who track their goals are about 50% more likely to achieve them. 4WRD is a goal setting and tracking tool that helps you do all of this. They also

give you a lot of good information on HOW to set and track goals that even further increases your chance of achieving them.

What do you plan to accomplish in what is left of 2020? How will you make 2021 better? If you're not making, recording, and tracking your goals and objectives, your odds of making them happen—without considerable EXTRA time effort and energy that you don't NEED to waste—are slim.

Again, 4WRD helps you do all of that quickly and easily. If you want to really increase your chance of success, you need to check it out.

Since they're just launching their tool to the public, the price is ridiculously low at \$10 a month. Such an amazing goal-setting and tracking tool could easily be 3 - 4 times that. They also offer a free 14 day trial—no credit card required.

For now, you can use the platform to create, record, and track progress on as many goals as you like. You can also view and adopt goals set by others as the platform starts to populate with users. Even better... in the future, 4WRD plans to offer goals from coaches and experts that can be adopted, with 1-1 help and motivation available.

Go check it out. Be sure to use this link to get your free 14-day trial:

[LINK]

See you all on 4WRD!

[BUSINESS OWNER]

I am a paid affiliate with 4WRD. I collect a share of sales and/or other compensation from the link on this email.