

## Email Template for Affiliates

Subject 1: What have you accomplished in 2020?

Subject 2: Why you're not succeeding...

Subject 3: What the heck is 4WRD?

Body:

Hey [firstname] - how is 2020 going for you?

Unfortunately, many of my friends, colleagues, and clients are SINKING. They simply didn't have a plan for when literally everything goes wrong.

Of course, who could have predicted the craziness this year has brought?

Well, maybe no one could have predicted the specifics but the one thing those who are not crumbling have in common, is that they had a contingency plan of some kind in place.

Goal setting is kind of like that... We set out with an end in mind but inevitably, we sometimes lose focus, motivation wanes, or obstacles come up that throw us off track.

One of the best ways to make sure we **do achieve our goals** is to record them and track our progress. In fact, 76% of those who record their goals and have some way of being held accountable for progress, achieve the goals they set.

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 that includes 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.

4WRD is a goal setting and tracking tool that makes achieving your goals more likely since they are recorded in the platform, including the incremental steps to getting there, keeping you focused and accountable for progress. They also give you a lot of good information on HOW to set and track goals that even further increases your chance of achieving the things that right now... are just "wishes."

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.*