

“Make Money Help People” Kickoff Email

For Harv Eker International

Note: This broke the company record for email responses, so we got incredible engagement from this email.

Subject line: What’s YOUR magic number? ✨ (Here’s how to tell)

Hi [Firstname],

We’ve all got one...

A number. A magic number.

Your magic number is the one that makes you feel like you “made it.” Like you’re a true success. So ... what’s yours?

Is it \$100,000/year? \$500,000?

Take a minute and come up with a specific dollar amount. Ignore any thoughts about how impossible it might feel to make that much money.

Just come up with a number, and write it down or hold it in your mind.

Got it? Great. :-)

Now, most people never do what you just did. They never get specific about their magic number. They only think in abstract terms, like, “I just want to be RICH!”

But that’s like saying you want to go on vacation, without any destination in mind!

If you don’t get specific about where you want to go, you’ll never go anywhere. You’ll stay right where you are, whether we’re talking about taking a vacation or getting rich.

So congratulations for getting specific about your number.

Now, once you’ve gotten specific, what do you have to do next? You have to take action, yes or yes?!

Think about that vacation idea again. You pick a destination -- great! Now you have to plan your transportation: driving or flying? You need to figure out where you’ll stay, and

maybe book your room in advance. You may want to plan what you'll see and do. There's sort of a system to planning a vacation, right?

Well, it's the same with trying to hit your magic number. You set the goal, and now you need a system to get you there. And there is a system.

Over the next week, I'm going to share that system with you. (There are 8 steps.) And I'm going to share this material with you for FREE.

For now, all you need to do is hit "reply" and tell me what your magic number is, and why you chose it.

To Your Success,

Jesse Eker
Managing Director
Harv Eker International

P.S. I promise to keep all your answers confidential.