

Bookkeeper Business Launch Email -- Highlighting a Success Story

COPY ANGLE/TOPIC: A skill that no one can take away from you


AUDIENCE: Primarily stay-at-home moms. Also moms who work full-time jobs out of necessity, and would prefer more money and a more flexible schedule.

Subject: ❤️ Nobody can take this from you -- it's yours

Body:

Debi had to run.

She fled from an abusive partner. And suddenly, she was a single mother with a toddler, and another baby on the way.



Ben I just want to say thank you so much for all you do. Sometimes I feel like thank you doesn't even begin to capture the gratitude I feel. Heres a bit of background to why this means so much to me (sorry it's kind of long). After high school (20 years ago! Yikes!) I lived a nomadic lifestyle. I wasn't happy with the normal 8-5 so I volunteered on mission trips around the world and traveled as much as I could afford to with odd jobs. Then I got married 8 years ago to a man who ended up being abusive. After two years of hell I left when my son was 1yr and I was pregnant with baby #2. I suddenly realized I had no skills to get a decent job to provide for my kids. I have been struggling to just make ends meet at low paying jobs. I think I'm some ways it's so unbearable because I know there is a better life out there, I used to live it. I just have been stuck in survival mode, not sure how to show my kids there's more to life than working your tail off to survive.

And then I found the bookkeeping course. I wasn't convinced right away because it was so expensive, but I finally bit the bullet after a year of questioning if I should. I am so glad I did!! I have not finished the course yet, nor have I gotten my first client. But for the first time in my life I'm learning a skill that will give me the life I love living. But it's deeper than just wanting to travel though. I have always loved helping people, there is no greater satisfaction than knowing you helped someone, and I love that I will be helping others regularly (especially with the money guide course I also signed up for). There's also a sense of accomplishment in knowing I can break the norm of a single parent living in poverty. There's something empowering in bettering myself and teaching my kids that there really is a better way than the rat race that society accepts as normal. I feel like now I can hold my head high and say with confidence, "look how far I've come and see where I'm going", instead of feeling like another statistical single mother who is trapped in the cycle of hating her job yet doing whatever it takes to put food on the table.

I can not express how life transforming this has already been and will continue to be.

If you've made it this far I appreciate the time you took to read it. And thank you so much for making a difference in so many of our lives. I know I'm not the only one who has had their life suddenly have a positive outlook as a result of your course!! Keep up the good work! You rock!

To make matters worse, she didn't have a way to provide for her children. So she worked low-paying jobs, and struggled to make ends meet.

"I [was] stuck in survival mode, not sure how to show my kids there's more to life than working your tail off to survive," says Debi.

Then she heard about a business idea: becoming a work-from-home bookkeeper. And something inside her lit up. It was the perfect career.

"For the first time in my life, **I have a skill that will give me the life I love living**," she says.

And now as a bookkeeper, she can live the kind of lifestyle she dreamed about -- including travel! And she's teaching her kids an important lesson, too.

"There's something empowering in bettering myself, and teaching my kids that there really is a better way than the rat race that society accepts as normal," says Debi.

"I feel like now I can hold my head high and say with confidence, '**Look how far I've come and see where I'm going**' ... instead of feeling like another statistic: single mother who is trapped in the cycle of hating her job, yet doing whatever it takes to put food on the table."

Congratulations, Debi!

When I read her story, I couldn't help but to think of the famous B.B. King quote:

"The beautiful thing about learning is nobody can take it away from you."

From here on out, Debi can rest easy knowing this:

No matter what happens in her life, she has the skills and training to provide for herself and her children.

To your success,

Ben

P.S. Whenever you're ready, here are two ways I can help you start your bookkeeping business...

1 - Watch my Free Video Training

Wondering if a bookkeeping business is right for you? My (free) 3-part video training shows you why starting a bookkeeping business is a great idea, exactly WHO should start one, and how to do it, from scratch, with no bookkeeping experience. [Click Here to Watch](#)

2 - Join my premium *Bookkeeper Business Launch* program

Each month we welcome a new group of students into our world and show them exactly how to start a thriving bookkeeping business. If you'd like to join us, just hit "reply," put 'Bookkeeper Business' in the subject line, and I'll get you the details.